BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 8 No. 6

WASHINGTON, D. C.
MARCH 15, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY
MAR 16 1935

Front Page Punch!

There's power in repetition, so we repeat this advertisement here which appeared in the February 1 issue of BROADCASTING because it is a most forceful testimony of WWVA's "FRONT PAGE PUNCH."

* **"Let me take this opportunity to congratulate you on the especially strong showing made by WWVA in the Listening Area Study. *No other station drew as many returns, over and above the quota.* This response was as gratifying to us as it must have been to you."**

*Quotation from unsolicited letter received from the sales promotion department of the Columbia Broadcasting System.

THE COLUMBIA BROADCASTING SYSTEM called upon the radio stations which make up "C.B.S" to determine the listening area of the respective territories, and the collective coverage of the entire chain. The plan was definitely set up by Columbia in advance and "going in" each station was equal from the standpoint of time allotted to the Listening Area Study, number of announcements broadcast and offer made to listeners. Quotas were set, and the Columbia stations went to work. When the returns were in and counted, WWVA stood out among all the stations of the entire Columbia chain with this distinct honor—MORE RETURNS OVER AND ABOVE ITS QUOTA THAN ANY OTHER COLUMBIA STATION!

Clerks spent four weeks breaking down the enormous volume of WWVA Listening Area Study returns, and here are the results of the compilation:

Returns from 816 cities in 55 Counties in Pennsylvania
Returns from 375 cities in Ohio
Returns from [illegible] West Virginia
in 32 other States, and three

Indeed, such a job is gratifying to us, but still more gratifying is the job we are doing for a record number of WWVA advertisers.

5,000 WATTS
WWVA
1160 KILOCYCLES

POPULAR

POWERFUL

PRODUCTIVE

WEST VIRGINIA BROADCASTING CORPORATION

Studios and Offices:—Hawley Building
WHEELING,
WEST VIRGINIA

The most welcome radio station in Eastern Ohio, Western Pennsylvania and West Virginia

SALES REPRESENTATIVES:
New York—Joseph H. McGillvra
485 Madison Avenue
Chicago—John Kettlewell
Palmolive Bldg.

LOST
ABOUT 2½ MILLION SOULS (times 3.3)
& FOUND
LOST
• ABOUT 5 YEARS AGO, SOMETIME BETWEEN MARCH AND MAY, 1930
• SOMEWHERE BETWEEN CALIFORNIA AND CHESAPEAKE BAY, AND BETWEEN TEXAS AND CANADA
2,450,000*
AMERICAN RADIO HOMES
FOUND
• LAST YEAR, BETWEEN JANUARY AND DECEMBER, 1934
• IN NEW ENGLAND, ON THE PACIFIC COAST, IN THE MID-WEST . . . BUT MOSTLY IN THE SOUTH
2,450,000*
"HIDDEN" RADIO HOMES

If you have not yet seen a copy of LOST & FOUND, or would like extra copies for your files, let us know

MYSTERY...SOLVED!

Strange figures kept popping up—here, there and everywhere across the map. Behind the scenes in radio, they turned up without regard for the 'official' counts of set ownership.

MYSTERY IN SAN DIEGO—Two summers ago, Station KGB listened incredulously to a visitor who brought a tip. The visitor: Dr. Broom of San Diego University. The tip: "9 out of 10 San Diego homes now have radios." (His students had just finished a city-wide survey.) But where had they come from? 'Official' counts stopped at 7 out of 10 homes. **90%** radio ownership? Impossible. So, KGB put its tongue in its cheek—and Dr. Broom's figures in a deep file.

MYSTERY FROM PORTLAND (Ore.) TO WORCESTER (Mass.) — The R. L. Polk Co. made house-to-house surveys of every big city in America. Seattle, back in Summer-1932, showed 76% radio ownership. ('Official' figures said 60.) When Polk came to Hartford and Bridgeport the figures showed 79% ownership. (65 was 'official.') And across the continent, the mystery deepened—in cities as far apart as Portland, Ore. and Worcester, Mass.

MYSTERY...SOLVED! What else to do but cut through the mystery? Not in a scattering of map-points, but in complete cross-section of the country. In all sizes of cities. And on farms.

Columbia put Dr. Daniel Starch on the job. Told him not to stop until he finished—even if it took 100,000 house-to-house calls to do it.

He didn't stop. And he made 125,000 interviews — by far the biggest 'sample' of its kind. In 321 communities from coast to coast, he uncovered the biggest, most factual story in radio.

And solved a mystery!

The complete story is told in the CBS booklet: LOST & FOUND. How 2½ million "hidden" radio homes were found by Dr. Starch. And a net total of **21,455,799** radio homes in the U. S. (January 1, 1935)—analysed by income levels and size of community.

COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE, NEW YORK • 410 N. MICHIGAN AVENUE, CHICAGO

Now on . . .

MBS

Barbasol

Chocolate Products

Consolidated Cigar Company

General Mills

Gordon Baking Company

M. Hohner, Inc.

Horlick's Malted Milk

Thomas Leeming & Company

The Lutheran Church

Philip Morris & Company, Ltd.

Scholl Manufacturing Company

Wasey Products

Friends of Mutual say this network is a "natural."

- intensive coverage in four major markets
- plus a powerful advertising pressure which does a real sales job in the richly productive sales areas adjacent to these markets
- at a cost less than half that of the major networks.

The best "proof of pudding" answer we can think of to the question—

"How good is Mutual?"

is that our business is exactly as good as that of these twelve Mutual clients. All are doing business with us—NOW.

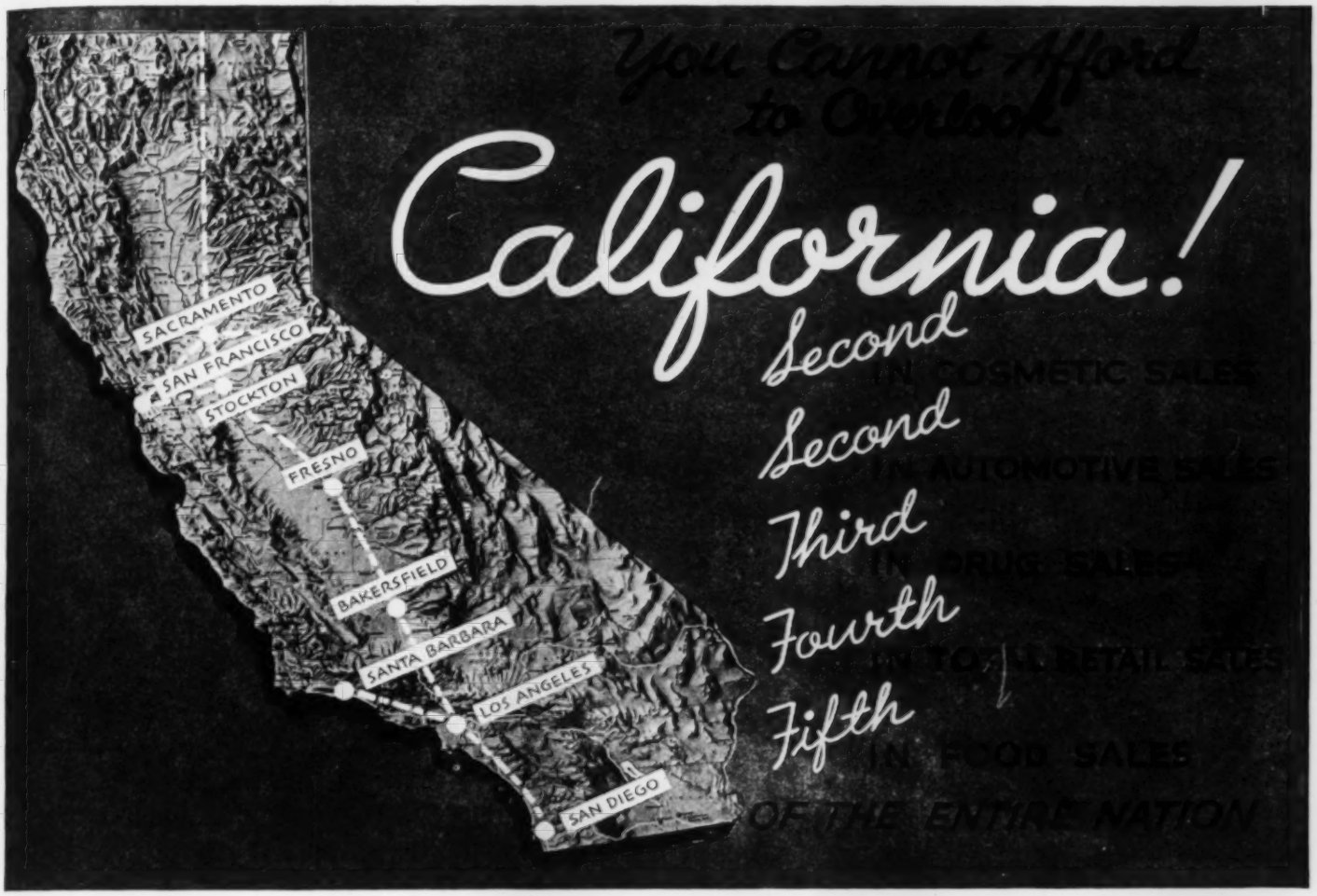
Correction —"doing business" not only with us but thru us with a tremendous number of people in our market who have taken both to Mutual and to its advertisers with gratifying alacrity.

Ask any member station representative for full details about the

MUTUAL BROADCASTING SYSTEM

WGN—*Chicago* **WLW**—*Cincinnati* **WOR**—*Newark* **WXYZ**—*Detroit*

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



The DON LEE Chain

In addition to local spot broadcasting, The Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

•

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

•

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

•

You can buy a California network by combining these two and get your message over Eight stations in the Eight major distributing areas of California.

•

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

● Quite a sizeable Sales Plum—isn't it?

Your share of these annual sales depends entirely upon yourself . . . your product . . . and your advertising.

California is not steeped in old world tradition. If you have something new to sell, the people of California will gladly give it a trial . . . if you tell them what it is and where to buy.

California, too, is a compact market, its population being concentrated in the "Great Valley" and surrounding its three major seaports (see map).

Therefore, not only is California a most profitable market to cultivate, but an *easy* one as well.

A "Don Lee" Station in Each Market*

The eight major distributing areas of California account for 91% of the state's entire population.

Don Lee releasing stations are located in each of these areas, thus enabling its advertisers to "blanket" California with their sales messages with ONE medium.

If desired—LOCALIZED commercials may be given on a chain broadcast in each city, simultaneously through special production facilities, an *exclusive* feature of the Don Lee Broadcasting System.

*Each of these stations releases all of the feature programs of the Columbia Broadcasting System. Audience preference, day or night, is an established fact which surveys will attest. If you want proof, write for folder "What Three Surveys Said."

Eastern Representatives, RADIO SALES, INC., *New York:* 485 Madison Ave.—*Chicago:* Wrigley Bldg.—*Detroit:* Fisher Bldg.

DON LEE BROADCASTING SYSTEM

Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

Los Angeles Office, 7th and Bixel Streets
San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco
KFBK, Sacramento
KHJ, Los Angeles
KWG, Stockton
KGB, San Diego
KMJ, Fresno
KDB, Santa Barbara
KERN, Bakersfield

(COLUMBIA NORTHWEST UNIT) KOL, Seattle KOIN, Portland KVI, Tacoma KFPY, Spokane

Out of 25 Stations ranging in power from 1,000 watts to 500,000 watts, WREN proves the best buy for IOWA PEARL BUTTON COMPANY

BEECHER ADVERTISING COMPANY
1708 OLIVE STREET
SAINT LOUIS, MO.

February 26, 1935

Mr. Vernon H. Smith,
Radio Station W R E N,
Wren Bldg.,
Lawrence, Kansas.

Dear Mr. Smith:

The radio campaign that we are now conducting for the Iowa Pearl Button Company of Muscatine, Iowa, has produced some unusually good results on most of the twenty-five stations that have been employed. The most outstanding example of mail pull on the basis of cost per inquiry was the response received from your station on the one-minute spot announcement broadcast February 5th. We received a total of 703 pieces of mail addressed to Bluebird Pearl Buttons. This was a cost per inquiry of one cent, which I presume is a record of some sort in sheer pulling power, considering the fact that this announcement was made on a straight, one-minute spot announcement in the day time, with no elaborate build-up or expensive talent to enhance its effectiveness.

This not only was the lowest cost per inquiry that we have obtained from twenty-five stations, but it also is the second largest response from the standpoint of total mail received. The only station exceeding this produced 1543 pieces of mail which was a little over twice as much as W R E N, but the cost was ten times as much for the same announcement.

From any basis of calculation, W R E N must have a tremendous day-time listening audience of people who not only listen regularly to the programs, but have confidence in the statements made by your advertisers.

Mr. O. A. Hammer, president of the Iowa Pearl Button Company has instructed me to thank you in behalf of Bluebird Buttons for the splendid results we have obtained and the interest that you have taken in insuring success for this campaign.

Cordially yours,

BEECHER ADVERTISING COMPANY

Lew Hagerman

LBH:EB

Lew B. Hagerman, Director of Radio

GARFIELD 0661

NBC Basic Blue Network

For dominant low-cost coverage of the Western Missouri and Eastern Kansas Market, including the two Kansas Citys, Topeka and St. Joseph—tell it to the audience of WREN.

NOTE—The Federal Communications Commission has authorized WREN to increase its daytime power to 5,000 watts. New RCA high-fidelity transmission is being installed.

Greig, Blair & Spight, Inc.
National Representatives
New York - Chicago - Detroit
San Francisco - Los Angeles

WREN

"A BIRD IN THE HAND"

Vernon H. Smith, Manager
Main Offices and Studios
WREN Building
Lawrence, Kansas

BROADCASTING
and
Broadcast Advertising

Vol. 8 No. 6 WASHINGTON, D. C. MARCH 15, 1935 $3.00 A YEAR — 15c A COPY

FCC Reorganizes With Prall As Chairman

By SOL TAISHOFF

Broadcast Control to Be Tightened Under Revised Setup; Case Replaces Brown on Broadcast Division

IN A MAJOR shift in broadcasting regulation dictated by the White House, Anning S. Prall, since Jan. 3 a member of the FCC, has been appointed chairman of that agency by President Roosevelt as the first step in a reorganization plan designed to tighten FCC operations and minimize criticism of its activities.

Promptly following the Prall appointment, the FCC of its own volition revamped the personnel of the Broadcast Division by transferring to it Commissioner Norman S. Case, former Republican Governor of Rhode Island, replacing Col. Thad H. Brown, Ohio Republican, who was carried over from the former Radio Commission. Col. Brown exchanges posts with Gov. Case, who has been vice chairman of the Telephone Division.

The make-up of the Broadcast Division, under the realignment, places Judge E. O. Sykes, who resigned from the chairmanship of the FCC, in the post of chairman of the Broadcast Division. Gov. Case serves as vice chairman, and Mr. Prall as the third member, as well as Chairman of the full FCC and as ex officio member of each of the two other FCC divisions.

Executive Order Issued

JUDGE SYKES' resignation as chairman and Mr. Prall's appointment were announced March 8 by the White House in an exchange of correspondence between the former and President Roosevelt. In his letter, Judge Sykes stated that the organization of the FCC, which took office last July 11, now has been completed and he wished to relinquish that post. In his reply, President Roosevelt expressed his appreciation of Judge Sykes' services, and gratification over the fact that he had decided to remain as a member of the FCC.

In the same letter, the President announced appointment of Mr. Prall, who is highly regarded in administration circles, as FCC chairman, effective March 11. The appointment is for one year from that date, which automatically provides for Mr. Prall's reappointment when his present term expires July 1. An executive order was issued by the President.

In taking over the FCC helm, Chairman Prall made it clear that

FCC BROADCAST DIVISION—With Commissioner Prall's elevation to the chairmanship of the full Commission, he becomes ex officio member of the Broadcast Division, with Judge Sykes as division chairman and Commissioner Case as vice chairman.

lax practices, particularly as they relate to activities of the Broadcast Division, will not be tolerated and that all regulations will be strictly enforced. The effort, he asserted, will be to place the FCC, in all its departments, on an equal footing with such regulatory bodies as the Interstate Commerce Commission and the Federal Trade Commission.

Criticism aimed at the FCC and the predecessor Radio Commission in the handling of broadcasting matters, contributed to the decision to effect a reorganization. While no other changes in the personnel of the three divisions are contemplated at this time, it is highly probable that there will be deletions or shifts among members of the staff. The Legal Department may feel the brunt of this action. The Engineering Department, on the other hand, is considered well organized.

Rules to be Enforced

"RULES and regulations of the Broadcast Division," Chairman Prall declared Jan. 11, "will be strictly adhered to in the future. Stations which fail to observe the letter of these regulations will be penalized under the punitive provisions of the law, even to the extent of their removal from the air in cases of flagrant violations."

A letter shortly will go to all station license holders informing them that the regulations will be rigidly enforced in every particular. Experimental grants, involving temporary awards of increased power or frequency shifts, will be continued only upon proper showing that they are in fact experimental, and not regular grants made under the guise of temporary authorizations. Moreover, it was indicated that such items as special authorizations to broadcast beyond regular hours will be granted only in cases where the regulation requiring ten days notice is observed. Despite this ten-day clause, the majority of the stations heretofore have been resorting to eleventh-hour telegraphic requests for these authorizations — a practice which the newly organized Broadcast Division plans to break up.

Reorganization of the Broadcast Division was effected March 9, a day following Judge Sykes' resignation as chairman. Col. Brown, who left Washington March 5 on a trip to the Southwest and the Pacific coast, during which he will hold hearings on broadcasting applications, was notified of the change while in San Antonio, Tex. In the general meeting, however, the FCC adopted a resolution delegating to Col. Brown the powers of a Broadcast Division examiner, to qualify him to hold the broadcast hearings and complete his trip. He is not due back to Washington until early in May.

Mr. Prall's appointment to the chairmanship is expected to bring about a closer relationship between the FCC with the White House and Congress. Highly regarded for his administrative ability and vast legislative experience, he will have more or less a free hand in the reorganization. A veteran of a dozen years in the House, where he represented the Staten Island district of New York City, he joined the FCC as chairman of the Broadcast Division last January. He had been appointed to the old Radio Commission by President Roosevelt on Feb. 22, 1934, but had elected to finish his term in Congress.

When the FCC took office last July, Hampson Gary, former Minister to Switzerland and a native Texan, was named to serve for one year with the understanding that he would make way when Rep. Prall became eligible to serve with the convening of the new Congress. (A constitutional provision specifies that no member of Congress may serve on an agency created by a session of which he is a member until that Congress expires.) On Jan. 3 the resignation of Mr. Gary was announced along with the appointment of Mr. Prall by President Roosevelt to fill the unexpired term, ending July 1, 1935. It was definitely understood that Mr. Prall would be reappointed for a seven-year term. In appointing him as chairman for a one-year term from March 11, President Roosevelt apparently has confirmed that belief.

Judge Sykes, who takes over the chairmanship of the Broadcast Division, finds himself in a post equivalent to the one he occupied before the creation of the FCC last July. He had been chairman of the old Radio Commission for more than a year, and had been one of its members since the original agency was created in 1927. A Mississippi Democrat and a former member of the Supreme Court of that state, he is mentioned for a federal judgeship if such a vacancy occurs. Pending legislation for the creation of an additional judgeship on the U. S. Court of Appeals for the District of Columbia, if adopted, would open such a place, and Judge Sykes has been strongly recommended to the White House for this portfolio.

Task of Reorganization

THE ARDUOUS task of organizing the FCC, upon its creation last July, fell on Judge Sykes. Appointed chairman by President Roosevelt as one of the two "carryover" members, he found it necessary to sit as a member of all three of the FCC divisions as well as direct the

retention of personnel and the establishment of new departments and sections. As chairman of the Broadcast Division, his functions will be restricted to broadcasting. His term on the FCC is for seven years from July 1, 1934.

The new member of the Broadcast Division, Vice Chairman Case, came to the FCC upon its creation last July. Like Mr. Prall a close personal friend of President Roosevelt, he has served intermittently as a temporary member of the Broadcast Division to fill in for absent members. For five years prior to 1933, he was governor of Rhode Island, and chairman of the Conference of Governors while President Roosevelt was governor of New York. Distinguished as a lawyer and soldier, he was born in Providence, R. I., on Oct. 11, 1888. He is a graduate of Brown and studied law at Harvard. From 1921 to 1926 he was U. S. Attorney for Rhode Island, and lieutenant governor from 1927 to 1928, when he became governor. He served on the Mexican border as a first lieutenant and in the World War as a captain, having been decorated for bravery. He is a Baptist and a Mason. He was named for a five-year term from July 1, 1934.

Commissioner Brown, whose term is for six years from July 1, 1934, was named to the Broadcast Division upon the organization of the FCC last summer. An Ohio Republican, he was named general counsel of the old Radio Commission in 1929 and was appointed second zone commissioner in March, 1932, by President Hoover. Along with Judge Sykes, he was a holdover from the former agency.

Other Personnel

PERSONNEL of other divisions of the FCC and of the Secretary's office will remain unchanged, for the time being. The controversy provoked within the last fortnight by Senator Huey Long (D.) of Louisiana, demanding an investigation into charges he preferred against Secretary Herbert L. Pettey, who received $1,000 for writing a series of articles on the FCC for a newspaper syndicate, was ended, insofar as the FCC was concerned, when it informed Mr. Long March 8 that an investigation showed the secretary was guilty of no improper or unethical action. A committee comprising Commissioners Prall, Case and Irvin Stewart, he was told, investigated the incident and had sworn statements from FCC officials and executives of the *Des Moines Register-Tribune Syndicate* fully absolving Mr. Pettey of any misconduct of office in writing the series.

The Long attack was part of the Senator's battle against the administration, particularly since Mr. Pettey is known to be a close friend of Postmaster General Farley, against whom Senator Long has waged a persistent fight. The articles written by Mr. Pettey were distributed by the *Des Moines Register - Tribune Syndicate*, and Senator Long had inferred that one of the stations owned by that newspaper had received favored treatment because of this transaction.

A change in FCC meeting routine also was effected by Mr. Prall at the initial meeting over which he presided. The Broadcast Division hereafter will hold its weekly session on Tuesday mornings, beginning at 10 a. m., with the Telegraph Division meeting that afternoon instead of the following day as heretofore. The Telephone Division will meet Wednesday mornings, instead of Thursdays, and the full FCC will meet for consideration of policy matters on Wednesday afternoons rather than Fridays. In that way the time of members, particularly the chairman, will be conserved to allow for participation in hearings and handling of office business.

Radios and Homes

THE ELECTRIC iron ranks first with the New Jersey housewife as the most essential of all household electrical appliances, but radio is a close second, according to a survey among more than 1,000 of them made by *McCall's Magazine*. Asked to vote on the "most essential" household electrical equipment, 68.9% said the iron, 64.4% the radio, 63.3% the vacuum cleaner, 38% the refrigerator and 36.3% the washing machine. The thousand-odd women were found to own 8,882 electrical appliances, with irons leading with 96.5%; radios, 95.6%; vacuum cleaners, 76%; toasters, 73% and refrigerators, 44.2%.

The Correspondence

FOLLOWING is the exchange of correspondence between Judge E. O. Sykes and President Roosevelt, together with an executive order appointing Anning S. Prall to the FCC chairmanship:

My dear Mr. President:

I am happy to say that the Communications Commission is organized and in my judgment properly performing the duties delegated to it by the Act.

For some time I was Acting Chairman, then Chairman of the old Radio Commission. I was honored by you, for which I am deeply appreciative, by being appointed to and designated Chairman of the Communications Commission. I have discharged this duty to the best of my ability. At this time, if it meets with your approval, I would like to be relieved of the duties of Chairman.

With kindest personal regards.

Sincerely yours,

March 8, 1935 EUGENE O. SYKES.

The President's letter follows:

My dear Judge Sykes:

Your letter of March 8, in which you express a desire to be relieved of the duties of Chairman of the Federal Communications Commission, has been received. Knowing how onerous are the duties devolving upon the Chairman of the Commission and your reasons for making this request, I am accepting your resignation as Chairman of the Commission as of Monday, March 11, 1935.

I am designating Commissioner Prall to be Chairman of the Commission for a period of one year from that date.

In expressing my appreciation of your work as Chairman during the period of reorganization, may I also express my great satisfaction that we are to have the benefit of your continued service as a member of the Commission.

Very sincerely yours,

March 8 FRANKLIN D. ROOSEVELT.

The President signed the following Order designating Commissioner Prall as Chairman to succeed Judge Sykes:

Under the provisions of the Act of Congress, approved June 19, 1934, creating the Federal Communications Commission, Anning S. Prall is hereby designated as Chairman of the Federal Communications Commission for a period of one year from March 11, 1935.

Acquisition by Hearst Of Los Angeles Stations Is Sustained on Appeal

PURCHASE by the Hearst newspaper interests of KTM, Los Angeles, and KELW, Burbank, Cal., 500-watt time-sharing stations on 780 kc., received legal approval of the U. S. Court of Appeals of the District of Columbia on March 11 when the court sustained the decision of the former Radio Commission authorizing the transaction. Unless an appeal to the U. S. Supreme Court is attempted, the transaction under which Hearst purchased the two stations will become final in 15 days.

The appeal from the decision rendered last year was taken by the Don Lee Broadcasting System, an applicant for the facilities occupied by the two stations, which sought a new station on 780 kc. at Redlands, Calif. In all, five applications were pending involving these facilities. Hearst's offer of $35,000 for KTM and $25,000 for KELW was held by the court to have been a "reasonable amount." In its opinion, the court stated that the decision of the old Radio Commission in favor of the Hearst purchase proposal was "founded upon substantial evidence and is not arbitrary or capricious."

The KTM-KELW controversy was one of the most bitter fought before the old Radio Commission. Entry of Hearst into the Los Angeles field was opposed by other stations on economic and quota grounds.

Code for Radio Industry Not to Be Discontinued

ANY THOUGHT that the code of fair competition for the broadcasting industry would be numbered among those which might be dropped under the plan offered to Congress by Donald R. Richberg, NRA coordinator, for continuance of the relief agency, was dispelled March 11 by William R. Farnsworth, NRA deputy administrator in charge of the code. Mr. Richberg had stated to the Senate Committee investigating NRA that all codes covering service industries and small industrial groups might be dropped, except insofar as hours and wages are concerned.

"I can't imagine any action which would result in the throwing out of the broadcasting industry code," said Mr. Farnsworth. "In my opinion, it is one of the most successful industrial codes and has helped the industry a great deal. As I view it, the talk about 'service' codes is synonomous with intrastate industries rather than those in interstate commerce, such as broadcasting."

In testimony before the Committee March 12, Mr. Richberg enumerated 17 industries which should be excluded from code provisions as service industries, among them, advertising.

Broadcast Receipts Expand 20% Over Volume Last Year

BROADCAST advertising in January continued to show the gains experienced in recent months. Gross time sales during the month, according to the National Association of Broadcasters, totaled $7,387,825 and were 19.8% greater than during the same month of the preceding year. This is compared to a 16.6% gain during December.

The principal reason for the improved comparative showing was the showing of local broadcast advertising which stood at a level 8.8% above the preceding January, in spite of the usual seasonal decline. National network volume was 25.5% greater than during the same period of 1934, national non-network volume gained 14.3% and regional network advertising 8.0% as compared with 1934.

Gross time sales to advertisers during December and January are found in the following table:

	December	*January*
National networks	$4,450,523	$4,711,529
Regional networks	63,702	57,916
National non-networks	1,231,492	1,229,530
Local	1,430,494	1,388,850
Total	$7,176,211	$7,387,825

In the national non-network field, live talent programs continued to show the strength exhibited for the last eight or nine months. Volume of this type of program was 46.5% greater than during the same month of the preceding year. Transcription volume was 2.1% under January 1934, while announcement business was 12.7% greater. All types of rendition showed slight gains in the local advertising.

Marked Retail Gains

THE MOST marked gain of the month occurred in the retail broadcast advertising field. The December-January decline was less than usual, being only 4.0% as compared with 13.2% in 1934. Total retail advertising was 34.4% greater in January than during the same month of the preceding year.

Department store advertising was approximately double that of last January. Other important retail gains as compared with the same period of 1934 are as follows: Gasoline stations, garages etc., 150%; clothing and apparel stores, 44.6%; beverage retailers, 600%; furniture stores, 63%; and radio retailers, 77%.

Several improvements have been made in the NAB Reports beginning with the January issue. Ratio charts have supplanted the arithmetic charts previously used, thus presenting a better picture of the relative increase and decrease of items from month to month.

National network data have been made more comprehensive by the inclusion of Mutual Broadcasting System figures. This has been done insofar as the territory covered by the system more closely corresponds to the common usage of the term "national" in modern distribution than to the term "regional". Improvements also have been made in terminology by the elimination of the term "spot" from both the announcement and national non-network classifications, while the sample of contributing stations has been materially increased.

New Census Shows 21,455,799 Radio Homes

By GILBERT CANT

Seven Out of Ten Homes Have Sets, Survey for CBS Shows; Number of Listeners Is Estimated at 71 Million

COMBINING new data obtained from 125,000 personal interviews, with all earlier data on radio set ownership and distribution, CBS on March 4 published a booklet showing there were 21,455,799 homes in the United States equipped with radios on Jan. 1, 1935, or 69.4% of all the homes in the country.

In addition, there were 2,295,770 houses with two or more sets and 1,800,000 automobile radios—making a grand total of 25,551,569 sets.

Cutting the U. S. Census Bureau's estimate of 4.1 persons per family down to 3.3 listeners per home to include only those 10 years of age or older, it is estimated that there are 70,804,137 radio listeners in the United States out of a 126,425,000 population.

The new census report comes exactly five years after the government's census of radio homes taken as part of the 1930 census of population. Like the federal census reports, which were broken down not only by states but by counties and cities in each state, the new CBS report will shortly be supplemented with mimeographed sheets containing this additional data. These will soon be available upon request from the CBS market research department.

Upward Changes

THE 1935 census reveals that marked upward revisions have been made in all the categories into which set ownership is divided. The most striking increase is recorded in the classification about which least has been known—people who had radios when the 1930 census was taken but were not so reported by the U. S. Census Bureau.

From this group alone, 2,450,000 radio homes never previously counted have been added to the previously accepted total of slightly more than 19,000,000 at the end of 1933. The government's 1930 census showed 12,048,762 homes with radios, or 40.3%.

Various attempts have been made in the last four years to fill in the gaps in the radio statistics gathered by the census takers, but it has never been claimed that the count was by any means complete. Definite proof that the census figures, even with corrections made for new set sales, were still totally inadequate came to the attention of broadcasters and advertisers in curious ways.

21,455,799 RADIO HOMES

January 1, 1935

	Population	Families	Radio Homes	% Ownership
ALABAMA	2,710,000	602,200	216,979	36.0%
ARIZONA	457,000	111,500	53,518	48.0%
ARKANSAS	1,876,000	446,700	122,989	27.5%
CALIFORNIA	6,158,000	1,759,400	1,369,365	77.8%
COLORADO	1,056,000	270,800	186,598	68.9%
CONNECTICUT	1,655,000	403,700	339,845	84.2%
DELAWARE	242,000	60,500	45,898	75.9%
DIST. of COLUMBIA	497,000	127,400	121,787	95.6%
FLORIDA	1,575,000	403,800	200,674	49.7%
GEORGIA	2,911,000	661,600	260,011	39.3%
IDAHO	448,000	109,300	74,284	68.0%
ILLINOIS	7,876,000	2,019,500	1,647,283	81.6%
INDIANA	3,304,000	869,500	597,696	68.7%
IOWA	2,485,000	637,200	459,988	72.2%
KANSAS	1,905,000	488,500	319,714	65.4%
KENTUCKY	2,657,000	617,900	300,877	48.7%
LOUISIANA	2,166,000	503,700	258,420	51.3%
MAINE	804,000	201,000	136,840	68.1%
MARYLAND	1,671,000	397,000	318,877	80.1%
MASSACHUSETTS	4,335,000	1,057,300	903,467	85.5%
MICHIGAN	5,093,000	1,242,000	919,946	74.1%
MINNESOTA	2,602,000	619,500	441,164	71.2%
MISSISSIPPI	2,057,000	478,400	113,989	23.8%
MISSOURI	3,678,000	943,300	649,040	68.8%
MONTANA	538,000	137,900	86,011	62.4%
NEBRASKA	1,395,000	348,700	244,503	70.1%
NEVADA	94,000	26,900	16,370	60.9%
NEW HAMPSHIRE	470,000	120,500	94,186	78.2%
NEW JERSEY	4,231,000	1,032,000	895,884	86.8%
NEW MEXICO	437,000	101,600	43,394	42.7%
NEW YORK	13,059,000	3,264,700	2,928,870	89.7%
NORTH CAROLINA	3,301,000	673,700	266,924	39.6%
NORTH DAKOTA	688,000	146,400	84,138	57.5%
OHIO	6,836,000	1,752,800	1,336,547	76.3%
OKLAHOMA	2,475,000	589,300	291,595	49.5%
OREGON	990,000	275,000	211,103	76.8%
PENNSYLVANIA	9,826,000	2,285,100	1,913,349	83.7%
RHODE ISLAND	705,000	171,900	148,961	86.7%
SOUTH CAROLINA	1,750,000	372,300	142,706	38.3%
SOUTH DAKOTA	705,000	164,000	103,342	63.0%
TENNESSEE	2,676,000	622,300	312,491	50.2%
TEXAS	6,073,000	1,445,900	733,128	50.7%
UTAH	520,000	118,200	84,293	71.3%
VERMONT	361,000	90,300	61,274	67.9%
VIRGINIA	2,446,000	531,700	301,894	56.8%
WASHINGTON	1,608,000	434,600	333,236	76.7%
WEST VIRGINIA	1,786,000	388,300	239,227	61.6%
WISCONSIN	3,005,000	732,900	489,602	66.8%
WYOMING	232,000	59,500	33,522	56.3%
U. S. TOTAL	126,425,000	30,919,300	21,455,799	69.4%

The CBS publication, titled *Lost and Found*, quotes the example of a local merchant in a small Middle Western community who made up a mailing list from his radio returns, and found that more families in a nearby county had heard and responded to his radio program than there were radio homes, supposedly, in the county. Other dealers in other communities, broadcasting stations, and research organizations had similar experiences. They found that there were 10% more radio homes than had ever been claimed even by optimists.

An Explanation

TWO THEORIES are advanced by CBS to explain this disparity, with the suggestion that the true explanation is probably a combination of both theories:

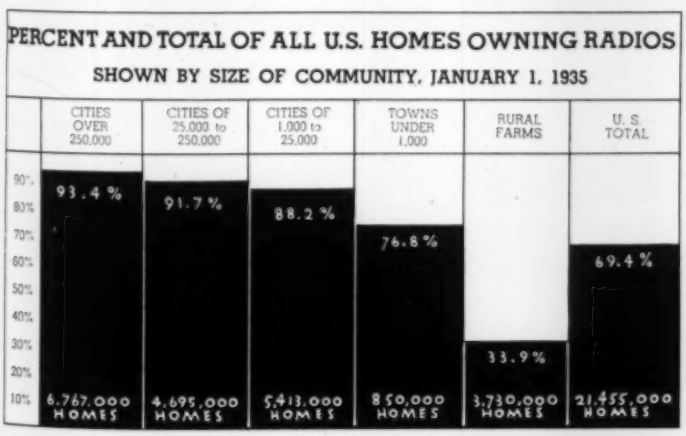
1. That census takers were told "we have no radio set" in 1930 because the taxation of receivers was being widely advocated then (the North Carolina Legislature even had passed a measure providing for such taxation). Many set-owners did not want to put themselves on record, fearing a tax on radios such as foreign countries impose.

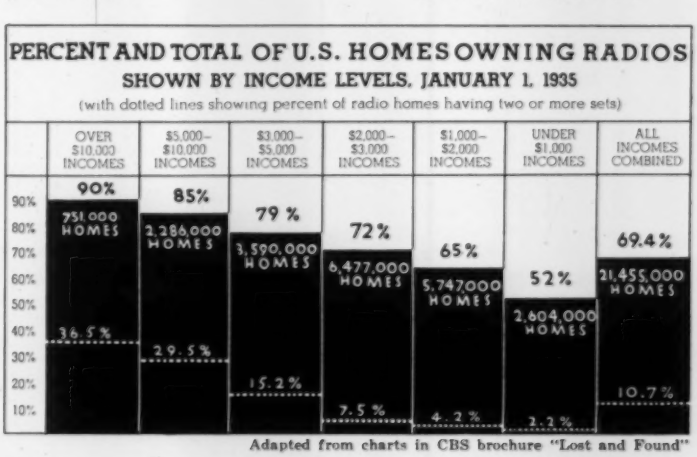
2. That when set-sales figures have been broken down into new sales and replacements, the proportion estimated for the latter has been too high. In 1932 the proportion was estimated by CBS and McGraw-Hill as 50-50; in 1933, they put it at 63% replacements and 37% new radio homes, and in 1934 it was 68.1% and 31.9%.

A factor which is not brought out in the publication, but which many dealers point to as having great importance, is the disposition of old sets by purchasers of "replacements". By no means all of the former sets are taken in trade, sold to second-hand set dealers or junked. Many of them are given to other members of the family not living in the same house, who have not previously owned a set. Thus a purchase which appears to the dealer as a "replacement", or might be marked off as an addition to the ranks of homes with two or more sets, actually adds one more to the total of radio-equipped homes.

To gather a sufficiently repre-

(*Continued on page 47*)





Adapted from charts in CBS brochure "Lost and Found"

AAAA Upholds Commissions; Condemns Rebates as Illegal

Present Formula Should Stand Until a Better Method Is Found, Reply to Haase Report Says

STINGING retort to the advertising agency compensation study of the Association of National Advertisers, in which it was held that the commission system of compensation is breaking down and that a new method should be worked out, was made March 4 by the American Association of Advertising Agencies in a 101-page volume titled *Analysis and Criticism* of the ANA study, popularly known as the Haase report. The latter study was made public last November and tossed a bombshell into advertising circles, including advertisers, agencies and media.

Rebating of commissions by agencies to advertisers—a practice held to be perfectly proper in the Haase report—was described as illegal and dishonest in the AAAA retort. The commission basis of compensation, which the ANA maintained was on the way out taking the view that the advertiser should be free to make any terms he wishes with the agencies, was declared by the AAAA to be the best system possible at this time. Its shortcomings were admitted, but it was insisted that there was no better method.

What Other Course?

"UNTIL someone can suggest an alternative method of compensation that will eliminate the admitted defects of the commission system, and at the same time not introduce objections and evils of a far more serious character," the AAAA report states, "we believe every true friend of advertising—whether he be advertiser, agency or publisher—will prefer to adhere to the formula which over a period of years had been attended with so practical a measure of success.

"We have admitted that there are some human weaknesses in the agency compensation system, as is contended in the Haase report. With other of its contentions, especially regarding the agency's legal status and right to rebate, we must sharply disagree."

In a preface to the answer, which was prepared over a period of several months for AAAA members, John Benson, president of the agency organization, attacked sharply the Haase report, a study of 215 pages, which he said apparently seeks to weigh the merits and demerits of the agency structure and if possible to work out a more satisfactory method of compensation, but "really devotes its endeavor to undermining the agency structure and basis of pay."

While the report might seem plausible to the casual reader, and does quote points of view both for and against the present method of agency compensation, Mr. Benson said: "It is obviously biased in favor of a predetermined conclusion, that in no sense can be regarded as being scientific. As our analysis will show, it contains too many misstatements and half-truths, vital omissions and mistaken inferences, to afford a reliable picture of the real situation."

The study, continued Mr. Benson, offers no well worked out alternative to the present method of agency compensation, with substantial grounds for its adoption, but merely presents "a fallacious point of view that agencies are legally and morally free to rebate commissions, and proposing a contract which calls upon the agency to disregard its long established equities and obligations."

The agency method of compensation was described by Mr. Benson as a "time-tested institution", with the virtue of having "worked" in advertising as none other has ever done. "But there is nothing static or sacrosanct about it," he adds. "Like any other commercial practice, it is always subject to such revision as changing conditions may require."

The AAAA answer opens with a restatement of the six formal conclusions reached in the Haase study. These were:

1. The advertising agency is the agent of the advertiser only.
2. It is the advertiser and not the publisher who actually pays the agency commission.
3. Agencies themselves and not publishers fix the rate of agency compensation.
4. Major fault of the "discount" system is its seeming rigidity; does not permit of agency compensation being adjusted to needs of individual agency or advertiser.
5. "Discount" system has been modified in actual business practice.
6. Advertiser is free to make any terms he wishes with advertising agency. (And agencies may rebate commissions if they like.)

The report then goes into a categorical refutation of all these conclusions, making criticisms and suggestions. Practically all of the "evidence" cited by the Haase study is questioned, with most of the interpretations derived from the ANA survey held to be "fallacious".

About Rebates

ON THE SUBJECT of rebating, the AAAA answer contends that the Haase study shows nothing intelligible about either the amount of the charges or the degree of rebating or, in fact, whether any exists. That portion of the ANA study dealing with consumer media which are commissionable to agencies, such as magazines, newspapers, radio, outdoor and farm papers, all at national rates, shows how many advertisers are billed at card rates, how many at a fixed percentage on net or gross billings, how many on a fee basis—the speculative basis being negligible, says the AAAA answer.

"But none of these figures," the AAAA states, "indicate what percentage is added to the net or gross nor how large the fee; so that it is impossible to tell to what extent there is any rebating.

"Covering all five major consumer media, the fee basis averages less than 4% of reporting advertisers; the percentage basis less than 11% and the card rate or better basis over 85%. Even if we were to assume the highly improbable contingency that all the fees and likewise all the percentages charged on total net or gross amount to less than card rates, the table would show less than 15% of all reporting advertisers by any possibility receiving a rebate, however slight. It might be much nearer 10%, if the factors were known."

After analyzing the ANA findings on this score, the answer holds that actually there is "vastly less rebating now than there was 20 years ago. Many of the rebating agencies have gone out of business and some of the rebate-seeking advertisers have changed to full rate service, as agency records would substantiate."

The Conclusions

CONCLUSIONS contained in the AAAA answer, based on its comprehensive analysis, are given as follows:

1. The "general dissatisfaction" on the part of advertisers, claimed by the Haase report and assumed by the trustees who sponsored it, does not exist. On the contrary, while certain imperfections in the commission system are frankly recognized on all sides, that system seems to be definitely preferred to any other system that has as yet been put forward. According to Haase's own data, there is a large majority for that.
2. There is not, as claimed in the Haase report, any progressive trend towards advertisers' dispensing with the use of agencies, nor is there any breakdown of the present agency structure or method of compensation, deducible from the data presented by the Haase report.
3. The advertising agency is not, in any exclusive sense, as claimed by the Haase report, the agent of the advertiser. Neither is it exclusively the agent of the publisher. It is in many essentials an independent contractor, doing business on its own capital, and assuming the risk as to commitments made either for advertising space and radio time or for other expenditures.
4. Agencies have neither the moral nor the legal right to rebate commissions, in violation of the terms and conditions under which these are allowed.

The legal reasoning by which Haase attempts to justify rebating of commissions by agencies, on the ground that there can be no adverse interest between a principal and his agent and hence no transaction between them can be construed as rebating, is shown to be fictitious and inapplicable to that very transaction.

5. The publisher is deeply concerned with the continued health and vitality of the agency system, not because of what any one agency can do for him, but because a strong agency system, being indispensable to the effectiveness of advertising, is vital to him.

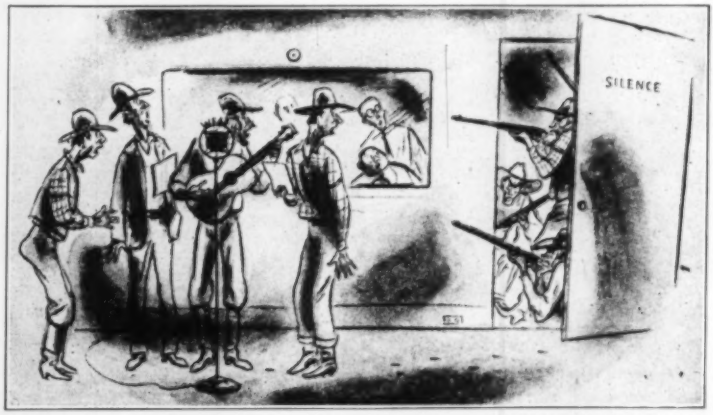
He is throughly justified, therefore, in seeing to it that agencies are properly financed and afforded an incentive to increase their creative effort for clients and hence for him. To that end he is thoroughly justified in allowing commissions to recognized agencies and in basing those commissions on reasonable agency costs, because if the existence of agencies is vital to him, their services are worth to him whatever it costs to keep those agencies operating effectively.

6. The publisher has the same right as any other manufacturer or merchandising concern, to determine the amount of commission that he shall allow on his product—and whom he shall and whom he shall not allow a commission. And like any other manufacturer he has the right to refuse to assist in the tearing down of an organization, vital to him, by allowing that commission to any advertiser who buys of him "direct".
7. And as a corollary to the last statement the publisher has the right to prevent the doing by indirection and subterfuge of that which he can prohibit directly; in other words, he may insist that the agency to which he allows a commission may not use that commission in whole or in part, to reduce the price at which the advertiser buys his space.
8. The advertiser, under the present system, buys for his space dollar not only space in the publication but (if he chooses to avail himself of it without additional cost) the professional services of a "recognized" agency, of his own selection, to "service" that space.
9. If he wishes to pay compensation to his agency in addition to the compensation that the agency receives from the publisher as a commission, he is of course at liberty to do so. The publisher neither has nor claims the right to prevent such additional compensation. In fact, as is shown by the Haase report and as is universally known, most agencies do receive some compensation directly from their clients for service which the advertiser and agency do not believe is adequately paid for in commissions alone.
10. No agency can afford to favor commissionable billing TO THE DETRIMENT OF A CLIENT. The client's interests come first; in no other way can an agency serve its own true interest; it can not afford to jeopardize success for any immediate or temporary gain. It would be a fool to do so.

In isolated cases where such a short-sighted policy might exist, it would also exist with a fee system or any other method of compensation, since there would always be some forms of advertising service which secure for the agency more employment or a more profitable use of its facilities, than do others. The temptation would still be there.

Any temptation to favor commissionable expenditures as against non-commissionable, can easily be removed by the advertiser's putting non-commissionable expenditures on an equal or proportionate basis of pay, as is now generally done for mechanical and art work.

11. The principal product which advertising agencies have for sales is *ideas*. Ideas are not created by the time-clock—nor is their value measurable by the time-clock. No one can say how much time is spent in the generation of an idea. No one can say what it is worth. The same idea may be worth $100,000 to one advertiser and only $100 to another—because the one is in position to use the idea in hundreds of media, and with millions of people—whereas the other, because of the character of his business or financial limitations, may be confined in the use of the idea to a strictly local area. Perhaps after all, with all its illogicalities and imperfections, the commission system—which measures the compensation for an idea or for services, by the extent to which the idea or those services are used—is as logical and sound and equitable as any that could be devised.



From the New Yorker.

"Tarnation damn! It's them thar Yancey Boys from WABC!"

JUNE 9-12 have been fixed as the dates for the 1935 annual convention of the Advertising Federation of America to be held in Chicago.

Making the Most of Radio's 'Clock Space'

By CHARLES F. GANNON*
Radio Director, Erwin, Wasey & Co., Inc.

Trimming the Rough Edges Off Commercial Claims Urged To Temper Criticism and Bring Better Results

Mr. Gannon

THE RADIO diet served the American listener is a luxurious one, but a few refinements are in order, says Mr. Gannon, who, besides his agency post, is chairman of the National Radio Council of the AAAA. Although annoyed at the crudity of some commercial announcements, he recognizes the rapid progress of broadcasting that creative minds have made possible. Going right to the heart of the question, he lays down a formula which he believes will remove much that may be objectionable to the discriminating auditor, yet will prove even more effective as an advertising medium.

"WE'VE lost interest in radio!" Such is the song of the minority, and it is the reasons behind this complaint and the merits of these reasons with which this article is concerned. It is not an unimpressive minority, either in quality or in numbers. On the other hand, the great rank and file of listeners consume their daily radio schedules gratefully and zestfully. These assertions are susceptible of reasonable proof. Tons of fan letters in every mail express unrestrained enthusiasm for their writers' idols, while a few thousand, perhaps, chime in with some pretty acid comments about the way radio is run.

This minority, however, includes several highly vocal gentlemen whose protestations are echoed in the Chambers of the Federal Communications Commission, the Federal Trade Commission, the United States Senate, and very often, indeed, in the columns of our daily press. Many drawing-room conversations receive abundant nourishment from this topic. Here are two schools of opinion, and from their battering and healing influences will be shaped the patterns of a future time.

A Notable Record

THAT ROOM for complaint exists is certain. That complaint thus far bears the hall-mark of self-interest and unconstructiveness is growingly apparent. Perhaps an abbreviated recital of broadcasting's headway and a little consideration of the criticisms leveled at it will provide a fair background against which to define the true center of complaint.

The miracle of radio is of credit to only a few engineers. How the miracle has been used has depended upon station operators fortunate enough to possess a franchise, advertising counsel, advertising sponsors, governmental supervisory agents, and others, all paid to do a job. By many standards, American broadcasting under the commercial system has developed faster and extended farther than that of any other nation.

It has made a consequent industry of radio receivers. It has given a new and undeniably effective advertising voice to business in general. It has furnished abundant quantities of rich entertainment without regard to cost. It has served with fine equity our political welfare. It has laboriously searched to ascertain and meet public taste. It has achieved superb mechanical power and quality.

There is glory in this record, and it is the common share of many minds. The station and network executives have fashioned sensible principles of operation, broad and flexible enough to stand the shocks of high speed; the engineers have met great challenges; the Government has shown wisdom by forbearance and caution; and advertisers have shown courage by their support of unproved medium. The beehives of better programs have been the national advertising agencies, out of which have come both the conception and the execution of most Grade A programs. Research has begun to lay its steadying hand upon radio science.

Critics of Radio

THE FABRIC of radio is well knitted, but there are seams, and the seamy side is the outside. Broadcasting's sins, however, are not those charged by its professional critics. Let us see who are parties to the indictments.

One group is a handful of educators who charge that radio in its present form is restrictive of cultural programs and that more time should be allocated to educational and religious institutions. Foremost and loudest in this handful are a few men who are seeking wave lengths for themselves, and whose charges therefore have at least the suspicion of selfish interest. This subgroup has kept a fairly active lobby in Washington. It has circulated quantities of rancorous criticism to legislators, colleges, newspapers, and so forth, and it has probably been the fusing action behind the current Federal investigation of radio.

The next complainant, who also has a personal stake, is the American newspaper. Not since the first advertising was broadcast have the magazines and newspapers overlooked an opportunity to smear this new competitor. Newspapers generally have assumed a resentful attitude toward the new advertising medium, as much as to say that "no industry impressed with the character of a public service, should be allowed to set up competition for established private enterprise"—meaning themselves.

So much for these counts. There are other objections less characterized by private interest.

A Method Needed

I BELIEVE the majority of educational leaders, if approached tomorrow, would state their honest convictions that broadcasting is deficient in cultural offerings. These opinions are scrupulously sincere, and I think pitifully inept. They are the accumulation of scattered impressions harking back to tinny reception, unremitting static, and later close-ups of "hot-cha" bands, bedtime stories, and the like.

However the impressions have been formed, it is safe to say that impartial, businesslike analysis has had no part in such formation, and that of all groups most logically interested in radio as an instrument of public influence, educators have contributed least to the development of the art. Nearly any station director will affirm that broadcast time placed at the disposal of schools and universities has been handled as a general rule with magnificent incompetence and complete ignorance of the public appetite for knowledge by radio.

Except in a few instances, no noteworthy efforts have been made to establish a radio curriculum separating lecture subjects from laboratory subjects, measuring absorptive capacities of listeners, and scientifically determining the effectiveness of decentralized education. Instead, precious time generously provided by stations has been consumed with fatuous, dry disquisitions, with any old voice reciting them, with no regard whatever for the authority of dramatic technique. What the educators need most is not more time, but more method.

I am not sure that radio will ever be useful for the dissemination of certain lengthy and detailed subjects heretofore dependent upon intimate relationship between teacher and student; but that radio's inherent dramatic force can add new luster to such topics as history and philosophy, no one doubts. Languages are certainly impartible by radio, but so far, only sporadic efforts toward this end, usually inspired by station directors, have been made.

Cultural Programs

NEARLY ALL the conspicuous programs of true cultural value have been sponsored programs prepared by advertisers, or sustaining programs prepared by the networks without any aid from educators. I have in mind such presentations as the Cook's Tours program. "The March of Time", and *Liberty Magazine's* "Forum of Liberty". These mentioned are largely spoken-word programs; and certainly no one will contend that classical music in all its traditional glory has not been served up by the ton by commercial advertisers. No! the condemnations of educators come with very bad grace. The educators have treated broadcasting as unimaginatively as they treated teaching up to a few years ago.

But what of another group of complainants — that group having no specific obligation to the cause of culture, but instinctively resentful of the crass technique common to so many programs. This group is our class minority. It is potent, original, and influential. Its members do not care for a large part of commercial broadcasting today, and they have ground for just complaint. This ground is largely commercial copy, badly conceived, badly projected, obstrusive, inharmonious, braying of wares, deficient in grace, and as unproductive as it is unnecessary. This description does not fit all commercial copy, of course, but it fits a sufficient percentage to make a most offensive impression.

Room for Improvement

MAGAZINE advertising is frequently thumbed for interest in copy and layout. I have yet to find a listener who tunes in for the commercials. There is this difference, perhaps, that he finds the radio commercials far less escapable than the printed advertising. He can easily ignore publication advertising and still read the editorial content.

His powers of disassociation are not so great in sound. The human eye can be exposed to many images and still concentrate on only one. The ear is less endowed; and as the listener is heeding a program for entertainment, he finds it inconvenient to avoid the commercial announcement paren-

(Continued on page 48)

*Text of an article written by Mr. Gannon for *Radio: The Fifth Estate*, published by the American Academy of Political and Social Science and reprinted with permission.

Joint Radio - Educational Plan To Be Tested Soon in Chicago

Cooperative Venture Conceived by Allen Miller Of Chicago University to Have Endowment

Mr. Miller

THE LONG-STANDING controversy between broadcasting and educational groups appeared to be approaching a solution during the last week as definite plans for a cooperative radio-educational venture, with funds to be raised from philanthropic groups along with contributions from both schools and stations, began to take form.

As a result of these conversations, first broached by Allen Miller, director of radio of the University of Chicago, it is likely that four major Chicago stations and four large universities will test the plan this spring, with a liberal endowment. Should it prove successful, similar projects will be undertaken in other parts of the country.

This broad plan calls for the pooling of local or regional radio and educational interests, with funds to be raised from philanthropic groups and from stations which would contribute time based on card rates. The contribution of the schools would be based on their tuition fees. In no phase of the project is the use of other than commercial stations proposed.

Favorably Received

DURING the last fortnight Mr. Miller has conferred with officials of the FCC, with U. S. Commissioner of Education John T. Studebaker, and with the NAB and the networks. In behalf of the broadcasting industry, Philip G. Loucks, NAB managing director, has indicated his approval of the basic plan as one that should lead to amicable solution of the educational radio problems. Both Commissioner Prall, as chairman of the FCC and Judge E. O. Sykes, have told Mr. Miller that the plan appears to be worthy.

In New York, Mr. Miller conferred with M. H. Aylesworth, NBC president; Franklin Dunham, NBC educational director; Frederick C. Willis, assistant to the president of CBS; Levering Tyson, secretary-director of the National Advisory Council on Radio in Education and others interested in the proposal. Jointly with Mr. Loucks, the matter was broached to leaders in the fields of both education and radio and to the larger endowment funds. Substantial agreement has been procured for the Chicago experiment.

Availability of Funds

A SUBSTANTIAL endowment, sufficient to carry on the Chicago experiment for about four years, is practically assured, it is understood. Presumably the preliminary results of the tests in Chicago will be made available to the national conference on radio education to be called later this year by the FCC, which promised such a general meeting in its report to Congress last January relating to the so-called "25 per cent" hearings involving proposals for class allocations.

The plan was drafted by Mr. Miller in collaboration with his associates at the University of Chicago, and now has the implied approval of all those who have been consulted. Mr. Miller, who returned to Chicago on March 7 after a series of conferences in the East, had reduced the plan to writing. It is abstracted briefly in the following paragraphs.

Holding Interest

AFTER reviewing the problem of educational broadcasting, Mr. Miller said the solution is to establish machinery for the production of educational programs high in interest-holding qualities as well as educational standards. This can be done only in local areas, where close guidance and supervision of programs is possible. "This means locally that there must be pooling of interests and, nationally, that the good programs of the future will be developed in well organized local regions," he asserted.

To illustrate the workings of his proposal, Mr. Miller set up a theoretical arrangement for Chicago, which has many educational institutions, several stations of high power and a dense population. The four major universities are Chicago, Northwestern, De Paul and Loyola. There are a half dozen stations with power in excess of 20,000 watts.

One institution alone, he said, is unable to finance an adequate program, and also has too few faculty members with radio ability sufficient to maintain adequate and diversified programs.

Mr. Miller's plan, in the Chicago case, would provide for a central "University Broadcasting Council", to coordinate the interests of several schools and stations. It would supervise, construct and schedule programs for certain cooperating schools and stations; experiment with and develop program forms and technique, and conduct research in education by radio. Stations and schools would be represented on the board, whose responsibility would be that of distributing programs originated on the several campaigns among the several stations.

Would Rent Lines

THE PHYSICAL equipment of the council would consist of a central studio, connected by broadcast lines with studios on the several campuses, and by short lines with each of the participating stations. Thereby each station would be able to receive regular and special programs from each of the universities. Offices for the supervising and clerical staff would be in the central studio.

"The budget needed annually," said Mr. Miller, "is estimated at $55,000. Of this $25,000 is sought from philanthropic organizations or individuals, in addition to $10,000 for the costs of initial installation. The remaining $30,000 is to be raised from the educational institutions and stations in the Chicago area. The basis for determining the division of financial responsibility shall be (1) for the stations, that of commercial rates for time which are considered fair indices of station wealth, power and audience; (2) for the schools, that of tuition fees which are considered fair indices of university wealth, reputation, and quantity of potential programs.

"At present, a number of stations make direct annual expenditures ranging from $2,500 to $4,500 for rental of lines to one or more university campuses. Other stations welcome university programs.

(*Continued on page 49*)

A VOICE WITH SALES APPEAL

The Romance of Merchandise Is Dorothy Dean's Theme —In Selling Department Store's Goods—

By THOMAS L. YATES
Directing Manager
Advertising—Business Co.
Fort Worth, Texas

"PRESENTING the dean of women in Radio—Dorothy Dean." A check on Dorothy Dean's hours on the air probably will show that few women in radio have had more hours of service before the mike.

What's more, Dorothy Dean is still on the air and is going stronger than ever. Her radio career started back in January, 1929, when she became one of the first women to do department store merchandising on the air. Today she is director of public relations and handles a daily radio program for the largest department store in Fort Worth, Tex. And her job is the result of the success of her department store merchandising over the air.

Today Dorothy Dean is a well-known personality in the Fort Worth retail trade area. Since early in 1929 she has been on the air almost continually with her intimate chats to women. Dorothy Dean doesn't talk about the stereotyped subjects often used in describing merchandise. She goes beneath the surface and brings out the romance, the unusual things about merchandise which are of genuine interest to her listeners. Through her intimate chats she has been called upon to render many and varied services for her listeners.

Clicked From the Start

PRACTICALLY all of Dorothy Dean's broadcasting has been over KFJZ, a 100-watt station in Fort Worth. In December, 1933, Miss Dean, while a member of the KFJZ staff, sold a test series of 18 Christmas broadcasts to The Fair, Fort Worth department store.

DOROTHY DEAN

The program clicked. Those 18 periods were so highly satisfactory to the sponsor that the daily periods were continued and are still on the air.

But here's the sad part of the story as far as KFJZ is concerned. Dorothy Dean continued to do such an outstanding job for her client that the client offered her a full-time job and hired her away from KFJZ. The station still gets the business, but Dorothy Dean is now director of public relations for the store. She continues her intimate radio talks to women and doubles in brass by talking to civic groups, parent teacher associations, and handles various types of promotion. She even gets many requests for personal advice from her listener public. And if you once meet the charming Dorothy Dean you'll know that her listeners always get cordial and intelligent replies.

Dorothy Dean says there are three necessary points to accomplish in conducting a successful retail store broadcast: Sell the store on the effectiveness of radio; select the right station; have the proper personality in charge of the program.

Appeal of the Voice

TO SELL the store on the effectiveness of radio is a job of salesmanship, she says. Her basic argument is that the appeal of the *voice* is the most powerful influence on people. Miss Dean leans to small, low-power stations, although she qualifies her preference with a statement that the available appropriation has much to do with the selection of stations.

To Dorothy Dean the *program* is the all important thing. She says power, chain affiliation and other station qualifications mean little without the program. For over six years Dorothy Dean has conducted daily department store programs ranging from 15 to 30 minutes in length and she still has her listener audience. In fact, her success in merchandising proves that she has a larger audience now than before.

If you're passing through Fort Worth and want to meet the charming Dorothy Dean, don't look for her name in the telephone directory. Look up the number of Mrs. I. E. Shaw. But to Fort Worth she's Dorothy Dean, the dean of women in radio.

Food and Drug Legislation a Toss-up

Has 50-50 Chance With Congestion in Congress' Docket And Mounting Opposition From Many Quarters

WITH adjournment of Congress foreseen during the early summer and with a peak legislative load now pending, legislation for the regulation of food, drugs and cosmetics along the lines of the Copeland bill (S. 5) is now given only a 50-50 chance of enactment at the current session.

This was the view of seasoned observers at the hearings on the Copeland-Tugwell bill, held by Senate Commerce subcommittee during the last fortnight. While not unanimous in their opposition, representatives of affected industries offered many amendments and, on the whole, were passively against it.

Some were openly antagonistic, including Chairman Ewin L. Davis, of the Federal Trade Commission, who opposed usurpation by the Department of Agriculture of that body's authority over false and misleading advertising. The Proprietary Association and related groups also opposed the bill. NAB opposed sections held to discriminate against radio, and offered a series of amendments to the advertising provisions. The Association of National Advertisers and the American Newspaper Publishers Association offered far-reaching amendments, while the Advertising Federation of America expressed its support of the measure. The American Association of Advertising Agencies went along with the bill, except for suggested amendments relating to advertising.

Legislative Jam

ADVERTISING media appeared to be a unit in supporting the Trade Commission view that authority over the advertising of foods, drugs and cosmetics should not be vested in the Secretary of Agriculture, but should be retained by the Trade Commission. Judge Davis, testifying March 8, said a few simple amendments to the Federal Trade Commission Act, broadening its authority, could bring the same result as the Copeland measure and more effectively, economically and efficiently.

In view of the jammed docket in Congress, it was rather generally agreed that unless President Roosevelt steps in with a message to the Senate urging passage of the Copeland bill, it will not pass that body during this session. There have been intimations that the President will follow such a course if asked by Senator Copeland (D.) of New York. This would follow the procedure of last year, although at that time five separate drafts failed to pass.

Should the bill pass the Senate, there is extreme doubt about its reception in the House, where there is little or no interest. If the bill wins Senate approval with the provision for Department of Agriculture control over advertising provisions, Judge Davis, himself a veteran of a dozen years in the House and one of its most respected members, has indicated that he will fight it vigorously. The odds then would be against its passage in that body unless amended to suit the Trade Commission head.

Broadcasters' Views

THE SUBCOMMITTEE hearings began March 2. Members appointed by Senator Copeland, as chairman of the Commerce Committee, were Senators Clark (D.) Montana, chairman; Gibson (R.) Vermont, and Caraway (D.) Arkansas. Mrs. Caraway, however, has been ill in a Washington hospital, and Senator Copeland sat during the hearings, handling most of the examinations.

In a prepared statement, Henry A. Bellows, as legislative chairman of the NAB, voiced the views of the broadcasting industry. He said the NAB did not desire to appear in support of, or in opposition to, any particular piece of legislation relating to foods, drugs and cosmetics. "With the principle underlying the various proposals to amend the Food and Drugs Act, as distinct from the enactment of wholly new legislation on the subject," he asserted, "the broadcasters are heartily in sympathy."

Referring specifically to the so-called "dealer" provision of the bill, Mr. Bellows said it contained language which seemed a "deliberate and wholly unwarranted discrimination against broadcasting in favor of all other forms of advertising."

"It says in effect," he continued, "that a dealer doing a purely intrastate business may freely use any other advertising medium he desires, including the United States mails, but he cannot use radio broadcasting without rendering himself liable to the special penalties provided in this act.

Choice of Media

"THE FUTILITY of such a provision seems to us apparent. If, in fact, the use of radio broadcasting by such a dealer results in a single interstate sale, he immediately becomes liable to the penalties provided for false advertising in interstate commerce. If he does no interstate business, there seems to be absolutely no legal or social justification for having the Federal government undertake to tell him what advertising media he should and should not use.

"We cannot believe that it is a proper function for federal legislation to dictate to advertisers, and above all to advertisers in intrastate commerce, regarding their choice of media. We cannot but see in this provision an illustration of the tendency which appears to run through every part of S. 5—the tendency to put all phases of food, drug and cosmetic business under the strictest sort of federal regulation.

"This theory of far-reaching regulation is a long way removed from the principle of protecting the public against injurious or fraudulent merchandising. The broadcasting industry, already subject to stringent general regulation by the FCC, and to equally strict regulation as to its advertising by the Federal Trade Commission, naturally looks with some misgiving at the prospect of further regulation, based on the broadest possible grant of authority by another branch of the government. When the bill setting up this new form of regulation contains a provision specifically discriminating against such broadcasting, although under the circumstances such discrimination seems absolutely unwarranted, this misgiving is necessarily increased."

Viewed as Too Broad

MR. BELLOWS continued that the NAB has no comment to make on provisions of the measure which do not concern advertising, feeling that the manufacturers and distributors are more directly concerned. As for the definition of advertising, he said that even though this had been modified as compared with the last draft which failed last year, it was still viewed as practically unworkable if applied literally. As written, he said, it covers every form of verbal statement and certainly would apply to any public medical discussion in which the properties of any drug might be mentioned. Such a definition, he declared, is "manifestly inaccurate". He urged slight amendment of the measure by adding the word "commercially", so it would read:

The term 'advertisement' includes all representations of facts or opinion commercially *disseminated to the public in any manner or by any means other than by labeling.*

Mr. Bellows held that the definitions of both drugs and cosmetics were too broad. In the case of the former, he said it might be construed to include eyeglasses, corsets and almost any device that may be worn, while cosmetics if literally applied might embrace such things as earrings and other jewelry. He suggested amendments to other provisions of the measure covering definitions and advertising.

Power Unrestrained

THE DELEGATION of broad powers to the Secretary of Agriculture under the Copeland measure, Mr. Bellows said, has caused criticism because they are "alarmingly vague". So far as advertising is concerned, he added, the Copeland bill does not affect the power of the Trade Commission over advertising, and therefore doubles the machinery for regulation in such a way that the "new regulatory body can pretty nearly determine for itself the limits of its own power."

Of some 100 witnesses, many simply submitted statements to the subcommittee, which in turn will report its findings to the full committee. Testimony of proponents, including numerous women's organizations, was largely a repeti-

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Standard Brands Adopts Bowes Amateur Series For Network Programs

Maj. Bowes

THE ENORMOUS success achieved by Major Edward Bowes with his amateur shows over WHN, New York, which is managed by the noted showman and radio personality, has led Standard Brands Inc., New York, to engage him for a new series of Sunday night shows over an NBC-WEAF network starting March 24. Maj. Bowes' *Amateur Hour* will bring prospective radio talent before the microphone for a full hour from 8-9 p. m. (EST), replacing the grand opera series which succeeded Eddie Cantor on the same period on behalf of Chase & Sanborn Coffee. The account is handled by J. Walter Thompson Co., New York.

Maj. Bowes is credited with starting the wave of amateur shows now current on the air. In the new program he will act as master of ceremonies, select the candidates, ring the gong when necessary and make the awards. He will continue as heretofore to manage WHN, conduct his NBC Sunday noon *Capitol Family* program and direct the Capitol Theater in New York. He is also a vice president of Metro-Goldwyn-Mayer Pictures Corp.

Ford Campaign Brings Jump in Sales Volume

THE "vigorous" sales campaign last year, in which radio was an outstanding medium, increased Ford Motor Co. passenger car sales 70.5% and truck sales 105.5%, according to information just made public by the company. Total advertising expenditures doubled those for 1933, according to Ford officials. Passenger car sales were 530,528 as compared with 311,113 in 1933.

The company has started a graduate course in merchandising and salesmanship with factory-trained experts acting as instructors in 34 cities where branch offices are maintained. Through local dealers Ford is sponsoring local programs, with cars being given to listeners who send in the best sales talks.

The Ford Sunday evening hour has been renewed over a nationwide CBS network, featuring Victor Kolar as conductor of the Ford Symphony Orchestra and Chorus.

Store Sponsors News

THALHIMER'S, Richmond, Va., department store, has placed three more programs on WRVA, Richmond, adding 2¼ hours to its former quota. Irvin Abeloff of the WRVA sales staff auditioned three programs in one afternoon for the store, and all were accepted. The new features are Transradio news service presented weekdays at 6:15 p. m.; WBS *Tobelogues*, fashion news with merchandising tieups at 7:15 p. m. Mondays, and *Westinghouse Band-Box*, WBS discs, Tuesdays and Thursdays at 7:15 p. m.

Continuance of ABC Uncertain; Network Is Confined to East

Arde Bulova Says Present Plan Is to Operate Only On Seaboard; Mr. Storer Resigns as Manager

WHETHER the American Broadcasting Co. will cease operations altogether was being debated by officials of the network as BROADCASTING went to press March 13. Consideration was being given this proposal after the network had dropped 13 stations constituting its western and southern links on March 6, and began operating under a new setup providing service to only 10 stations in nine markets along the Eastern seaboard.

With curtailment of the network, George B. Storer, founder and guiding spirit of the project since its inception last fall, announced his resignation as general manager. He remains as president, however, and is retaining his financial interest.

A losing proposition since it was inaugurated, it is understood that one group of the ABC board favors cessation of network operations altogether. Good outlets in major markets are lacking, it was pointed out, and the saleability of a network of that nature has proved difficult.

Contacted on March 12, Arde Bulova, New York watch manufacturer and part owner of WNEW, ABC key station, who recently acquired a substantial though not controlling interest in ABC, declared his present intention was to continue operation of the eastern network. Beyond this, he had no comment to make.

With deletion of the Western and Southern stations, it is understood that ABC headquarters will be moved from 711 Fifth Ave., formerly occupied by NBC, to the WNEW quarters at 501 Fifth Ave., after a month in the former building.

Storer to Detroit

ECONOMIC factors, coupled with the decision of Mr. Storer to return to Detroit to resume active charge of his business interests there, motivated the changes. Mr. Storer owns CKLW, Detroit-Windsor, as well as Tubeweld Inc., a steel manufacturing company in that city. He announced March 4 that because of the serious illness of an executive of the latter firm, it had become necessary for him to return to Detroit and take active charge of the business.

Although not officially announced, it is understood that the decision to delete the Western and Southern stations was reached because it was decided a network comprising stations other than those in the populous centers of the East is not economically feasible. A new rate card covering the nine markets remaining on the chain was made public.

Stations now constituting the network are WNEW, New York, key; WHDH and WMEX, Boston, alternates; WPRO, Providence; W1XBS, Waterbury, Conn.; WIP, Philadelphia; WCBM, Baltimore; WOL, Washington, and WDEL, Wilmington. Night rates for the full network are quoted at $900 per hour, $562.50 per half hour and $351.50 per quarter hour. Day rates were quoted at $450 per hour, $281.25 per half hour and $175.75 per quarter hour.

Stations deleted from the network as of March 6 were WEBR, Buffalo; KQV, Pittsburgh; WIL, St. Louis; WJAY, Cleveland; WJW, Akron; WCOL, Columbus; WFBE, Cincinnati; WJBK, Detroit; WIND, Gary, Ind.; WJJD, Chicago; WHBF, Rock Island, Ill.; WMBR, Memphis, and KARK, Little Rock.

Personnel details were not completely available, but it was indicated that the WNEW executive staff would fill in most of the spots. Charles Stark, sales manager of WNEW, has taken over the executive sales duties for ABC.

American Broadcasting System, predecessor of ABC, was inaugurated Oct. 14 with 21 stations in 18 cities. Last January it was reorganized, at which time WMCA, New York, key station, returned to its original management under Donald Flamm, and WNEW became the key outlet under a program arrangement. Most of the executive staff, with the exception of Mr. Storer, then was released. It was at that time that Mr. Bulova joined the project.

McAdoo's Radio Plan

CREATION of a new Committee on Aviation and Radio in the Senate, with 15 members, was proposed in a resolution offered March 12 by Senator McAdoo (D.), of California. The resolution was referred to the Rules Committee for consideration. Senator McAdoo, who is president of the National Aeronautic Association, said he thought that these two new arts of transportation and communications should be given special consideration by a separate committee rather than be secondary to other matters in other committees. He said that he was not particularly concerned with broadcasting aspects of radio, but would like to have the proposed committee handle communications insofar as it relates to aviation as a safety of life factor.

Selling Good Eggs

THE first three programs of Poultrymen's Cooperative Association of Southern California, Los Angeles, do not mention the name of the sponsor but children are urged to write to their nearest grocer and join the Good Egg Club. The Association, a newcomer to radio, recently started a 15-minute program thrice-weekly on KFWB, Hollywood. The account is handled direct. Club members may obtain prizes by sending in the tops of egg boxes. A contest among grocers to name the program was started March 1.

Leading Agencies Rated by Total of Network Business

Blackett-Sample-Hummert 1st, Leading J. Walter Thompson

BY THE slight margin of about $3,000, Blackett-Sample-Hummert Inc., nosed out J. Walter Thompson Co. to head the list of advertising agencies in the volume of business placed on the NBC and CBS networks in 1934. The leader's total amounted to $4,104,412, or .07% more than the second ranking agency.

More than a million dollars below these two is Lord and Thomas, which led the entire field in 1933. The fall in network business placed by this agency is attributable to the cessation of the American Tobacco Co. campaigns for Lucky Strike cigarettes. Two agencies which improved their rankings are Benton and Bowles Inc., which jumped from ninth to fourth, and William Esty & Co. Inc., which ranks 15th instead of 51st as in 1933.

Of the 15 leading agencies, 13 are carried over from the first 15 of 1933; the newcomer, in addition to William Esty, is Ruthrauff and Ryan Inc.—up from 21st place to ninth.

The total of $28,744,084 placed by the top 15 with the two nation-wide networks represents an increase of 38.9% over the volume placed by the same agencies in the previous year.

Accounts now on the air which help to make up the large billing for Blackett-Sample-Hummert are: On CBS—Affiliated Products Inc., for Louis Philippe Inc., and Edna Wallace Hopper; Bisodol Co.; A. S. Boyle Co.; Kolynos Sales Co.; Mohawk Carpet Mills Inc.; Sterling Products Inc., for Phillips Dental Magnesia and Bayer Aspirin; Stewart-Warner Corp., and Wyeth Chemical Co. On NBC they have General Mills Inc.; Procter and Gamble Co.; Wander Co.; J. A. Folger Co.; American Home Products Co.; Sterling Products Co.

J. Walter Thompson Company places accounts on NBC for Andrew Jergens Co.; Kraft-Phenix Cheese Corp.; Lever Brothers; Standard Brands Inc.; Union Central Life Insurance Co.; Langendorf United Bakeries Inc.; Shell Oil Co., and Swift & Co. On CBS they have Cream of Wheat Corp.; General Cigar Co.; Libby, McNeill & Libby; Shell.

Other Placements

LORD & Thomas places with NBC business for Cities Service Co.; RCA Radiotron and RCA-Victor Co.; Armour & Co.; Kleenex; Luxor, Ltd., and Pepsodent.

Benton and Bowles places the NBC advertising for General Foods Inc., and Colgate-Palmolive-Peet Co.

Erwin, Wasey & Co. has on CBS the Hecker H-O Company; Macfadden Publications Inc.; Wasey Products Inc.; on NBC the Chicago office of the same agency has the Carnation Co., Hoover Co. and Real-Silk Hosiery Mills.

The 15 leading agencies, in volume of business placed, on CBS are: Blackett-Sample-Hummert Inc.; Erwin, Wasey & Co.; Young & Rubicam Inc.; Newell Emmett Co. Inc.; Batten, Barton, Durstine & Osborn Inc.; N. W. Ayer & Son Inc.; William Esty & Co Inc.; J. Walter Thompson Co.; Frances Hooper Adv. Agency; Stack Goble Adv. Agency; Lennen & Mitchell Inc.; Ruthrauff & Ryan Inc.; Hutchins Adv. Co. Inc.; E. W. Hellwig Co.; Campbell-Ewald Co. Inc.

The 15 leading agencies on NBC accounts are: J. Walter Thompson Co.; Lord & Thomas; Benton & Bowles Inc.; Blackett-Sample-Hummert Inc.; McCann-Erickson Inc.; Ruthrauff & Ryan Inc.; N. W. Ayer & Son Inc.; Erwin, Wasey & Co. Inc.; Stack Goble Adv. Agency; Roche, Williams & Cunnyngham; Campbell-Ewald Co. Inc.; Young & Rubicam Inc.; Cecil, Warwick & Cecil Inc.; Blackman Co.; Lennen & Mitchell Inc.

Pacific Account

MYRNOL Products Co., Los Angeles (Myrnol Nose Drops) on March 1 started sponsorship of the noontime daily news broadcast on KNX, Hollywood. The account is handled by the Mayers Co., Los Angeles. It is the first radio effort of the organization and the campaign probably will be extended to other West Coast stations.

G. A. COCK, with the British Broadcasting Corp., since 1925 and recently outside broadcast director, has been named director of television for BBC.

Network Business of Agencies

HERE is the rating of advertising agencies according to the amount of business placed on major networks last year, with comparative rating for 1933:

	1934	*1933*	*1933 Rank*
Blackett-Sample-Hummert Inc.	$4,104,412	$2,885,438	3
J. Walter Thompson Co.	4,101,685	3,627,452	2
Lord & Thomas	2,930,851	3,726,395	1
Benton & Bowles Inc.	2,392,374	857,512	9
Erwin, Wasey & Co. Inc.	2,145,732	1,284,042	5
N. W. Ayer & Son Inc.	2,042,173	1,068,544	6
Young & Rubicam Inc.	1,796,832	848,394	10
B. B. D. O. Inc.	1,439,478	1,805,437	4
Ruthrauff & Ryan Inc.	1,409,984	400,353	21
Stack Goble Adv. Agency	1,367,254	702,715	13
Newell Emmett Co. Inc.	1,140,460	653,783	14
McCann-Erickson Inc.	1,052,392	1,038,657	7
Campbell-Ewald Co. Inc.	970,952	859,222	8
Lennen & Mitchell Inc.	963,800	847,354	11
William Esty & Co. Inc.	885,705	84,761	51
Total	$28,744,084	$20,690,059	

Refined Notes That Sell Raw Products

Armco Music Rides the Upward Curve of Radio Popularity And Sponsor's Sales Volume and Prestige Are Enhanced

By H. V. MERCER
American Rolling Mill Co.

THEY GASPED when Armco began to advertise a new kind of rust-resisting metal. Who ever heard of advertising a "raw" product nationally? And then in 1929 Armco jumped on the radio bandwagon just as it was hitting its stride, and has been on ever since — with a band that millions like. Even if these listeners don't calculate on going out Monday morning to buy a basketfull of ingots, Armco knows that radio has done a good job of building recognition for its products and when a customer for a stove asks the store clerk for one made of Armco, the sponsor is cashing another dividend that boosts the sales volume of ingots and sheets.

HE HAD just finished his turn. His face and hands were grimy and you wouldn't need two guesses to know that he worked in the mill. He is one of the many boys not long out of college who have selected Armco as a good company to work for. Why do they come to Armco? That question usually brings answers that sound good to those in the advertising department, but this story isn't to prove that advertising brings good men to Armco.

This young man, however, asked us an interesting question: "I haven't been an iron and steel man very long," he said, "but considering the product we make, I can't understand how radio advertising can be worth what it costs." As a matter of fact, there are a lot of people who ask the same question. They think only of the sheets and plates as they come from the mills and not of the thousands of products made by our customers from these Armco sheets. Neither do they think how helpful it is to the Armco salesmen to have their customers and prospects continually impressed with the size and scope of Armco activities. People just naturally like to do business with an outstanding company.

Building Prestige

ARMCO's advertising isn't designed to sell directly the products of our mills. That, strictly speaking, is the salesman's job. Once you stop to consider what really influences you to buy certain things, you can readily understand why Armco's radio programs are building prestige for everything that carries the Armco name.

Radio programs must entertain, because that is the primary purpose of radio; but we are endeavoring to leave a very definite impression of quality and confidence with the listener. Letters frequently say — "Your programs are so fine that I am sure your product is good." The one-minute sales talk at the end of each radio program is designed to leave two impressions: First, that anything made of Armco sheets is a better product; second, that Armco makes a special grade of metal for every conceivable use.

Armco blazed a new trail in the advertising world in 1914 when there appeared a double-page spread in the *Saturday Evening Post* advertising a new kind of rust-resisting metal—Armco Ingot Iron. It was the first national advertising of a "raw" product. It was considered a daring thing to do. The continuation of that advertising built a great deal of prestige for Armco among users of sheet metal, but it also did something else. It helped convince a great many manufacturers using its sheet metal that the Armco triangle trade-mark added extra sales value to their finished products. It was not many years until hundreds of manufacturers were glad to identify their products with an Armco label so their customers would know instantly the quality of the iron used. This was a very important point. At last the buyer had a way to measure quality in a metal product.

In the years that followed the companies that labeled their products also spent millions of dollars for advertising that also featured their use of Armco Ingot Iron. Thousands of retail salesmen everywhere began telling the women who came into their stores—"Yes, this range is made of Armco Ingot Iron." It is impossible to estimate how many extra thousands of tons of sheets have been rolled in Armco mills because of this sales value in the name "Armco".

Then radio came into the picture. At first it was a novelty—a plaything. Most of us can remember the crystal and the cat whisker set with its head phones. Next came the big horn-like loud speaker. To get a couple of minutes' clear reception without static was thrilling. Then, some brave soul recognized an opportunity to advertise his product over the air.

Value of Radio

THE CHART shows that radio advertising really got under way in 1928, and it is interesting to look back and see that Armco early sensed the value of radio advertising, for we started in 1929. We picked up radio just when it started to "zoom". The depression brought certain retrenchments in our advertising and radio was given the entire responsibility for keeping Armco's name, products and accomplishments before the public. Armco has ridden the upward curve of radio popularity with a program that has been distinctive and different. The Armco Band is considered by many the finest concert band on the air today, while the Ironmaster's friendly chats are increasingly popular with the great radio audience.

We believe the *Armco Ironmaster* programs are doing a creditable job of building wide recognition for Armco and Armco products. The ideal advertising combination for Armco is undoubtedly radio and national magazines. We are continually keeping an ear to the ground and an eye on the future to support every division of Armco with the kind of advertising and publicity that will continue to keep Armco "out in front".

Ten guest conductors were presented on the March 10 Armco broadcast, arrangements having been made at the recent American Bandmasters' Association convention at Cincinnati. The program is keyed from WLW, Cincinnati.

Dr. Brinkley Now Active Over Station in Mexico

AFTER desultory efforts to come back via midwestern stations, including a special hookup and other spot periods, Dr. John R. Brinkley, the former Kansas and Mexican medico broadcaster, is reported to have resumed advertising his Del Rio, Tex. hospital over XEAW, Reynosa, Mexico. The station operates with 25,000 watts on 960 kc., the Canadian clear channel on which CKY, Winnipeg, is operating. Brinkley is reported to be going on the air himself for DX reception between 1 and 4 a. m.

Whether the deposed American broadcaster has made his peace with the Mexican authorities, who ordered his 150,000-watt XER at Villa Acuna, opposite Del Rio, dismantled about a year ago, or has simply been allowed to buy time on XEAW, has not been determined. Several of the American stations which carried his programs in January have been cited by the FCC broadcast division. It is believed that none now carry his programs.

New Bakery Discs

NATIONAL RADIO ADV. AGENCY, Hollywood transcription concern, on March 1 started production of 100 five-minute discs for bakery sponsorship. Merchandising aids include recipe booklets, newspaper matrixes and window posters. On March 15 the concern is to start a series of 15-minute discs *Within the Law* for the gasoline trade. A series for the jewelry trade is also contemplated.

Curtiss Candy Co. Widens Its Market By Spot Campaign

'Radio Home Box' Introduced To Promote Family Use

TO INCREASE the consumption of candy by teaching people to consider it a staple food instead of a luxury, the Curtiss Candy Co., Chicago, is sponsoring an extensive radio campaign, backed with special six-bar boxes for two of its leading candy bars, Baby Ruth and Butterfinger. Fifty-three stations are used, each broadcasting from one to 25 announcements daily, usually in connection with time signals, weather reports or station breaks.

The central theme of the campaign was summed up by Otto Schnering, president of the Curtiss Candy Co., in the following statement, which is also carried by all of the company's sales literature and letterheads: "Baby Ruth and Butterfinger and other similar candy products are food in its most palatable form—as such their potential consumption is limited only by the food-consuming capacity of all of the people."

Widening the Market

"IN OUR RADIO broadcasts," Mr. Schnering stated, "we tell our listeners new and interesting ways to serve our candy bars, all with the thought of securing consumer recognition of candy as a wholesome, nourishing food, so as to broaden our market by developing new uses for our goods."

To tie in with the radio campaign at the point of sale, the company is introducing a new six-bar "Curtiss Radio Home Box" which makes it easy for people to buy candy bars for home or office consumption. With each box is packed a counter card with the words "As advertised on the air".

"Most candy bars are bought on impulse, for immediate consumption," Irving M. Tuteur, vice-president of the McJunkin Advertising Co., agency in charge of the campaign, told BROADCASTING. "A major purpose of this campaign is to get people into the habit of taking candy bars home and using them to make desserts and in other unusual ways, a number of which are described on the cover of the Radio Home Box."

Why Radio Is Used

MR. TUTEUR said that the choice of radio as the backbone of the campaign was due to its overwhelming popularity with jobbers, salesmen and retail candy dealers. "They are all particularly responsive to the power of radio," he said, "and the salesmen's calls just before the programs went on the air resulted in unusually large orders.

"The first announcements were broadcast over a few stations in December; more stations were at it in January and the list completed in February, and the contracts are to run for a year so it is still too early to gauge results although all reports have been encouraging."

Kobak Says Radio Helps Other Media

Circulation Data on Equality With Others, He Declares

Mr. Kobak

QUOTING Adam and Eve as the first experimenters with ear appeal in advertising, the principle on which broadcast advertising is based, Edgar Kobak, vice-president in charge of NBC sales and chairman of the board of the AFA, reviewed the field of broadcasting as an advertising medium March 6 before the Advertising Club of Cincinnati.

He reiterated the belief that radio does not replace other advertising, but that it enables a proper combination of eye and ear appeal. He pointed out that radio has developed a new technique in advertising—as important as the introduction of photographic illustration or of color plates. Broadcast advertising has introduced the technique of showmanship, helping to make advertising more entertaining and thus more palatable, and more effective, he added.

The personal friendship between manufacturer and consumer developed through the human voice in radio advertising has increased confidence and reduced fear, and has done its share toward returning better times at a faster rate than would have been possible before, said Mr. Kobak.

Aids Other Media

HE MAINTAINED that broadcast advertising has developed new accounts for other advertising media by successfully launching new products. Some examples quoted were Lady Esther Face Powder, Kraft Miracle Whip Salad Dressing, Pepsodent Antiseptic, and Tastyeast. Speaking from his past experience in other advertising media, Mr. Kobak stressed the importance of cooperative activity by all groups in the advertising business for the benefit of the whole. One of the most important contributions that radio has made to advertising generally, he said, has been the encouragement of more exact circulation measurements.

During the last five years program-checking in radio has thrown the spotlight on the necessity of analyzing not merely the circulation of a medium but also the number of families definitely reached with the advertising message and Kobak pointed out that radio now is equipped with facts and figures as exhaustive as those available through the older advertising media. In this connection he referred to the latest publication of NBC, *NBC Network Aireas* which gives base figures of potential radio circulation for the first time.

Since his entry into the broadcast advertising field, Mr. Kobak has been particularly interested in the improvement of advertising copy on the air. The institution of a continuity acceptance department by NBC is indicative, he said, of the positive action now being taken to regulate and improve radio advertising copy as regards good taste, simplicity, truth, freedom from competitive disputes, etc.

The necessity for extreme care in preparing broadcast advertising copy is emphasized by the delicacy of radio's mechanism, he said. Also, because of the immediacy with which a radio message reaches the public, the reaction to any unpleasant advertising copy is felt by the sponsor a short time after the broadcast. The fact that radio circulation is voluntary, and that no listener stays tuned-in to a program unless it meets with his approval, has not only forced advertisers to consider the tastes and preferences of customers and potential customers, but also has re-emphasized importance of good will as an advertising asset.

Radio circulation being concentrated in homes where the standard of living is at least sufficiently high to permit the ownership and operation of a radio set, has made it possible for radio advertisers to reach a relatively high proportion of consuming families able to buy and maintain payments on their purchase, said Mr. Kobak.

Still another important angle of broadcast advertising, according to Mr. Kobak, is its dealer acceptance. Recent surveys have indicated that the dealer is actively conscious of the effectiveness of radio in influencing purchasers. This dealer consciousness of radio, he said, can benefit the entire advertising campaign of a broadcast advertiser, since it makes the problem of educating the dealer much simpler and by enlisting dealer support, adds to the effectiveness of the national advertising.

A TAX of not more than 5% on radio and newspaper advertising, collectable by the media, is being considered by the Quebec Legislature. The plan is designated to raise $8,700,000 for the City of Montreal.

HEARST PROMOTION
Program Ideas Are Supplied By Stations in Rotation

HEARST RADIO Inc. has put into effect a plan for mutual promotion of programs by the five Hearst-owned stations — WBAL, Baltimore; WCAE, Pittsburgh; KYA, San Francisco; WISN, Milwaukee and WINS, New York.

Two periods each week on each station are allocated to a program idea that has proved successful on the schedules of another member of the Group. The first such broadcast took place March 5 when all except KYA offered a program entitled *San Francisco Presents*. In each case the programs are heard at 4 p. m., local time.

Other stations are supplying the program ideas in rotation. Since there is no wire link between the four outlets carrying these features, individual productions are arranged.

Don Lee Wins Verdict

A VERDICT in favor of the Don Lee Broadcasting System and Rio Grande Oil Co., Los Angeles, was issued in Los Angeles Superior Court Feb. 28 by Judge H. D. Burroughs in the $200,000 libel action brought by Richard Cordona Jr. Cordona, a member of the Long Beach police force, had alleged that the oil company's *Calling All Cars* program on the network had identified him, under a fictitious name, as a "firebug", leading to his dismissal from the force. The defendants testified that Cordona, member of a well-known circus family, had been an inmate of a hospital for the insane, and denied that they had sought to identify him as a police character.

TED HUSING, CBS star sports announcer, is writing a book to be titled *Ten Years Before the Mike*. It is now running serially in *Cosmopolitan* Magazine.

The Radio Kitchen That a WCCO Advertiser Built

FIVE HUNDRED women can—and do—crowd into the WCCO radio kitchen built by the Dayton Co., Minneapolis department store. The kitchen was introduced to the visual and radio audiences Feb. 25 and now daily performances in the delicate art of preparing meals are staged.

In charge is Martha Moore (standing at table in center), with Clelland Card of WCCO's announcing staff (also at table) acting as master of ceremonies. Station artists are presented as special features of each half-hour performance. ("Hoot Owls" at left of photo.) A special 15-minute program is given the studio audience at the end of the broadcast. During this period partjcipating advertisers exhibit their products and distribute recipes.

At present the program is staged in mid-afternoon but when the baseball season gets under way it will be shifted to forenoon. Mrs. Moore has been engaged in educational, publicity and social work for several years.

Network In Texas Has 43 Sponsors

More Commercials Scheduled; Members Adopt New Name

FORTY-THREE 15 and 30-minute commercial programs a week are being carried on the Texas Quality Network, it was disclosed at the semi-annual meeting of the member stations in Dallas March 5. These programs, all using live talent, total 11 hours and 15 minutes. Several additional programs are scheduled to begin by April 1, and two advertisers have contracted for time on an "if and when available" basis.

The network began operating on a full-time schedule Sept 10, 1934. After experiments it was determined that telephone lines would be necessary to do a quality job. Accordingly, a contract was signed with the Southwest Bell Telephone Co. for lines on an 18-hour a day basis.

New Name Adopted

AT THE MEETING it was decided to change the name from Texas Quality Group to Texas Quality Network. Plans were made to begin feeding sustaining programs to member stations, in addition to the present schedule of commercial presentations.

Present at the meeting were Hugh Halff, vice president and general manager of WOAI, San Antonio; Ingham S. Roberts, manager of KPRC, Houston; Harold Hough, supervisor and George Cranston, director of WBAP, Fort Worth; J. M. Moroney, vice president, Martin Campbell, general manager, and Alex Keese, program director of WFAA, Dallas.

Among advertisers now using the Texas Quality Network are:

Hicks Rubber Co., Waco, Tex. (tires), five 15-minute programs weekly.

Ideal Co., Waco (Ideal built-in furniture and allied products), six 15-minute programs.

Hyral Distributing Co., Fort Worth, Tex. (tooth powder), seven 15-minute programs.

Gebhardt Chili Co., San Antonio, Texas (chili products), one 15-minute and one 30-minute program.

Burrus Mill and Elevator Co., Fort Worth, Tex. (flour), six 15-minute programs weekly.

Crazy Water Hotel Co., Mineral Wells, Tex. (crystals), six 15-minute programs.

Greyhound Bus Co. (transportation), one 15-minute program.

Lumberman's Association of Texas and Oklahoma (lumber and allied products), one 30-minute program.

Employer's Casualty Co., Dallas (insurance), one 15-minute program.

Dr. Pepper Co., Dallas (soft drinks), one 15-minute program.

Bewley Mills, Fort Worth (flour), six 15-minute programs.

The Southwestern Drug Corp., Dallas, utilizes Texas Quality Network stations WFAA and KPRC for three 15-minute programs weekly.

In addition to these live talent presentations, an electrically transcribed program, 15 minutes weekly, *The Ice Carnival* has just been added to the schedule. Texas Ice Dealers are the sponsors.

UNITED DRUG CO., Boston (Rexall, Puretest) will use some 200 stations this spring to advertise its "one-cent" sales, with Street & Finney Inc., New York, handling the account.

The Threat of Libel and Slander Laws

Unless States Are Checked, Says Mr. Bellows, Radio And Public Will Lose Many Valuable Features

By HENRY A. BELLOWS
Chairman, Legislative Committee, NAB

THE PAST two months have witnessed an unusual number of proposals in the legislatures of the various states to extend the libel and slander laws to cover specifically the "publication" of defamatory statements by radio. Few legislative matters are of more immediate concern to every broadcaster than this, because the basis of practically every statutory proposal thus introduced is that the broadcaster is jointly liable with the speaker of the defamatory words.

How far some of these proposals go is indicated by Washington House Bill No. 531, which provides "that the person injured by, or against whom the libel has been published shall have a civil action not only against the persons participating therein but the place where such transmission originates is declared to be a public nuisance and the injured party shall also have a right to institute civil proceedings to abate the place where such libel originated, as a public nuisance."

As this bill likewise makes every person participating in such a broadcast, either directly or indirectly, guilty of a gross misdemeanor, it is evident that if this bill is enacted any broadcaster in the state of Washington who, through no fault of his own, finds himself involved in the broadcast of any defamatory statement is in a bad way.

Parallel With Press

IN GENERAL, the legislative proposals which have been introduced are based on the statutes applying to newspaper publication. In some instances existing laws applying to newspapers would simply be amended by adding such a phrase as "or by radio broadcast". In practically every instance, there is a clear assumption that newspaper publication and broadcasting are closely parallel. Every broadcaster realizes that this is not the case. It is absolutely impossible for a single item to appear in a newspaper without the active cooperation of some employe of the paper itself. Whether that employe be an editor, a reporter or a linotype operator, somebody in the actual employ of the paper has invariably seen and had an opportunity to consider every item that is published in advance of its appearance.

With broadcasting the situation is entirely different. Many programs, of course, are prepared by or with the active cooperation of, the station staff and in such cases it may fairly be urged that the newspaper parallel is close. On the other hand, there are many broadcasts, and among them some of the most valuable to the public, wherein the broadcaster cannot conceivably know in advance what is going to be said.

This applies in particular to all broadcasts of public events. The broadcaster who puts his microphone in a public hall to pick up and broadcast the proceedings of a meeting or convention is almost invariably unable to know in advance what is going to be said. It is obvious that such broadcasts are, in general, in the public interest, and that their discontinuance would be an injury to the public.

MR. BELLOWS

Leaving the Script

A SECOND point at which the parallel breaks down is the fact that any speaker over radio may at any moment deviate from his prepared manuscript. A defamatory statement may be uttered even though the broadcaster has taken every possible precaution to see in advance a copy of what he expects the speaker to say. Since a defamatory statement can be uttered in two or three seconds, the control operator, even if he has strict instructions to switch off the speaker instantly on any deviation from the prepared text, cannot always do so before the mischief is done.

Third, and in many ways most important of all, the parallel between broadcasting and the press completely breaks down in view of the specific provision of Section 315 of the Federal Communications Act of 1934. Under this section any broadcaster who permits a candidate for political office to use his facilities is absolutely prohibited from exercising any censorship over such a speech.

One can easily imagine the outcry that would arise from the newspapers if they should be confronted with a federal statute compelling them to publish complete and unedited the speech of every political candidate if they gave space to any political speeches at all. It is manifestly preposterous for state laws to hold a broadcaster liable for utterances over which the federal law specifically denies him the smallest measure of control.

If the states enact legislation of the general type now under consideration, the only possible result will be that broadcasters must refuse to allow the use of their facilities in practically all cases where they cannot be absolutely certain in advance as to just what is going to be said. Since broadcasts of this type are precisely the ones most valuable and interesting to the public, it is clear that the public would be the principal loser if such a policy had to be adopted.

The remedy for such a situation appears to lie in framing state legislation to provide that the broadcaster shall not be liable, either in criminal or in civil action, in the case of broadcasts over which he can have no adequate control. In some instances the following specific proviso has been suggested:

> Provided, That no broadcasting station shall be held liable in the case of any defamatory statement uttered by or on behalf of any candidate for public office when such speech falls within the scope of Section 315 of the Federal Communications Act of 1934, nor in the case of any such statement made in any public address which is incidentally broadcast, nor in the case of any such statement made in any program wherein the broadcasting station cannot, by the exercise of reasonable care, know in advance what is to be said and thus prevent such utterance.

A second phase of this subject is the proposal that broadcasters shall be required by law to keep complete written transcripts of every utterance broadcast. In one instance this has been carried to the extent of suggesting that even the words of every song must be made a matter of record.

Filing of Scripts

THE MANIFEST difficulty with any such proposal is that the submission and filing of manuscripts in advance provide no definite proof as to what is actually broadcast. As has been pointed out, a speaker may at any time deviate from his manuscript, and it is precisely in such deviation that defamatory utterance is most likely. Furthermore, in the broadcast of any public event, most of the material is extemporaneous, and no advance manuscripts are available.

The expense of making stenographic or mechanical transcriptions of an entire broadcast schedule would manifestly be prohibitive. In certain cases the prudent broadcaster will undoubtedly desire such a transcript for his own protection, but so far as libel or slander is concerned, broadcasting is, like a certain brand of soap, 99.44% pure, and the burden of spending hundreds of thousands of dollars annually to record the fractional percentage of utterances which are open to question would be obviously unjust.

As in many other instances, broadcasting is suffering from the tendency to extend existing laws to cover conditions for which these laws were never designed. The essential thing is to make clear to those in charge of state legislation the peculiar conditions which apply to broadcasting, so that any legislation which may be adopted will really meet those conditions. Unless this is done, broadcasting is in danger of losing some of its most interesting and valuable features, and the public will suffer a serious and perfectly avoidable loss.

Supreme Court to Hear Georgia Radio Tax Case

THE U. S. SUPREME COURT decided March 11 to consider an attack on the right of cities in Georgia to impose a license tax on broadcasting stations. The case was brought by Oglethorpe University, former licensee of WJTL, which had sued in Georgia state courts to restrain the imposition of a $300 annual tax by the city of Atlanta, where it is located. The University charged that the tax was imposed on interstate commerce and in support of its contention cited rulings by courts upholding Federal government regulation of broadcasting. From the standpoint of precedent, the case is regarded as being of vital importance to the broadcasting industry.

KVOS News Trial Set

INITIAL appearance in the appeal of the news broadcasting case of the Associated Press vs. KVOS, Bellingham, Washington, is scheduled for March 26 before the Federal Circuit Court of Appeals in San Francisco, according to word received March 11 from Rogan Jones, manager of the station. In an opinion rendered last December, Judge John C. Bowen, of Seattle, upheld the unrestricted right of radio stations to broadcast news once it is published in the newspapers. An appeal from this action has been noted by the A.P. Efforts are being made through the NAB to raise a fund to defray costs of the litigation, with former Senator C. C. Dill likely to be retained as chief counsel for the station.

Freedom of the Air

FREEDOM of speech over the air has become one of the chief tasks of American radio today, in the opinion of M. H. Aylesworth, NBC president, in speaking Feb. 22 at the annual banquet of the Los Angeles Chamber of Commerce. Mr. Aylesworth listed the ten outstanding radio speakers in the country today as President Franklin D. Roosevelt, Alfred E. Smith, Will Rogers, Owen D. Young, William Randolph Hearst, Senator Huey Long, Father Coughlin, Dr. S. Parks Cadman, Dr. Glenn Frank and Walter Damrosch.

Radio Libel Bill Passed

A BILL (518) extending the application of the newspaper libel laws to broadcasting stations and speakers was passed March 8 by the Washington state Senate. Having already passed the House, the measure went to the Governor for signature.

Fate of Radio-Press Situation Awaits Meeting of Publishers

Controversy Marked by Watchful Waiting Attitude; Sponsors Taking to News Bulletin Programs

ALL PARTIES interested in the radio-news situation appeared to be settling down to a period of "watchful waiting" during the last fortnight, with another airing of the broadcast news situation by publishers and press association executives plainly due at their April meetings in New York City. The Associated Press board meets April 22 and 23 and the American Newspaper Publishers Association opens its annual convention April 24.

On the outcome of the New York meetings, particularly the sentiments expressed at the ANPA convention, may depend the fate of the Press-Radio Bureau and perhaps a decision whether the United Press or International News Service will sell their news reports, without restrictions, directly to radio stations.

Meanwhile, radio again demonstrated its ability as a news distributing medium during the big blizzard of March 4 which cut off Duluth, Minn. and Superior, Wis. from the outside world, with the A.P. and U.P. both turning to broadcasting stations to deliver their news reports not only to the Head of the Lakes newspapers but the isolated public. (See story on page 47.)

Meantime, Transradio Press Service, continuing to profit by the recent errors of the Associated Press (see BROADCASTING March 1), continued to expand its independent service to radio stations and sponsors, delivering worldwide news gathered by its own correspondents and by Reuters of London via teletype and wireless.

Continental Baking Co., New York (Wonder Bread), through Batten, Barton, Durstine & Osborn, its agency, continued to purchase two specially edited 5-minute news flash periods direct from Transradio, delivering them via teletype to selected stations for sponsorship by its local baking subsidiaries. To the five stations carrying the news periods between 12 noon and 1 o'clock and 6 to 7 p. m., as reported in the March 1 issue of BROADCASTING, Continental was planning to add other outlets and even was considering the possibility of buying the flashes for placement on stations in each of the 66 cities in which it has plants.

In addition, E. I. du Pont de Nemours & Co., Wilmington, Del. (Brush Duco division), through the same agency, was planning to start April 1 to sponsor news flashes on the Yankee Network as participating spots in its regular daily 6-6:15 p. m. news periods. Yankee Network is one of the chief clients of Transradio. The du Pont account is for eight weeks. The same concern is also buying announcements before and after the regular 9:30-9:40 p. m. Transradio News periods on KWK, St. Louis.

That sponsors are interested in news periods was also evidenced by the fact that Waitt & Bond, Newark (Blackstone Yankee Cigars) was considering renewal in the same Yankee Network news participations for another year, while du Pont was buying announcement periods between the *Reading Tomorrow's Tribune* and Quin Ryan's *Headlines of Other Days* periods on WGN, Chicago, 9-9:15 p. m. five days weekly.

Biding Their Time

INQUIRY among the press associations as to the reports that they might enter into competition with Transradio in selling their news reports direct to stations, with no restrictions as to sponsorship, met with a curiously silent attitude on the part of the United Press and Hearst's International News Service. The Associated Press, which with the other two furnishes the material for the Press-Radio Bureau's non-sponsorable news periods, is not likely to consider selling news to radio because it is a mutually-owned concern dominated by the majority of its membership.

U.P. and I.N.S., however, are under no such restraints, being privately owned, and both are known to have surveyed the possibilities of radio revenues. United Press indicates that it will be guided by its clients, who are largely newspapers, and I.N.S. probably is in the same position. On the other hand, I.N.S. is known to be dissatisfied with the Press-Radio Bureau arrangement, particularly in view of Hearst's ownership of five broadcasting stations, and it is not improbable that it will break away after the ANPA meeting next month.

The attitude of the networks, who were the moving factors with the press associations in setting up Press-Radio Bureau, also is one of "watchful waiting". Since 112 radio stations are newspaper-owned or controlled (see BROADCASTING YEAR BOOK) there are many publishers who want unrestricted rights to broadcast news — and there are others having favorable local relations with radio stations who want the bars let down so they can use radio news for promotion. The networks have not favored Transradio's establishment so its support has come entirely from independent stations and sponsors unwilling to be tied down by the restrictions of the Press-Radio Bureau, which furnishes two sustaining 5-minute news flash periods daily to subscribing networks and stations, and protects them with flashes on news deemed to be of transcendent importance.

BAKER'S CONSULTING BUREAU, 228 N. LaSalle St., Chicago, is drawing up a plan for cooperative national advertising by wholesale and retail bakers to be presented to the industry about May 1. It proposes wide use of radio among other media.

WMCA

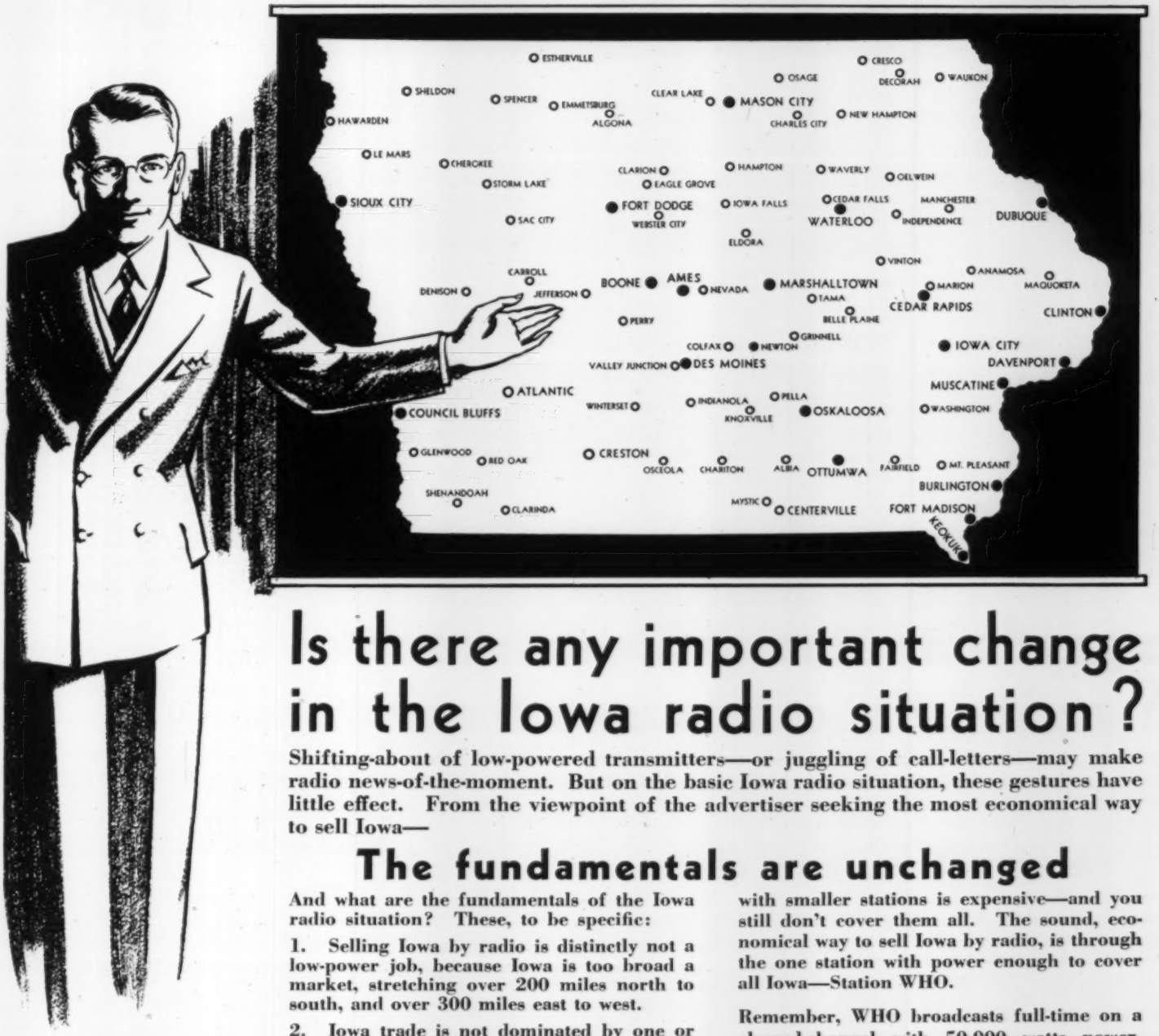
NEW YORK'S OWN STATION
"at the top of the dial"

NOW OPERATING AGAIN UNDER THE PERSONAL DIRECTION OF DONALD FLAMM HAS RESUMED ITS AGGRESSIVE LEADERSHIP IN THE NEW YORK INDEPENDENT BROADCASTING FIELD!

OF the five major stations which share over 90% of New York's listening audience—WMCA is the only station catering *exclusively* to local interests. WMCA programs are built to please the great cosmopolitan New York audience whose tastes are anything but "high-brow." Hence WMCA enjoys a large, loyal, local following at all times.

That this policy is *right* is proven by the fact that more business has been signed in the few weeks since Donald Flamm has resumed operation of WMCA than in the previous year and a half!

• KNICKERBOCKER BROADCASTING COMPANY, INC.
WMCA BUILDING, Broadway *at* 53rd St., NEW YORK CITY • Columbus 5-5660
DONALD FLAMM, *President* • BERTRAM LEBHAR, JR., *Director of Sales*



Is there any important change in the Iowa radio situation?

Shifting-about of low-powered transmitters—or juggling of call-letters—may make radio news-of-the-moment. But on the basic Iowa radio situation, these gestures have little effect. From the viewpoint of the advertiser seeking the most economical way to sell Iowa—

The fundamentals are unchanged

And what are the fundamentals of the Iowa radio situation? These, to be specific:

1. Selling Iowa by radio is distinctly not a low-power job, because Iowa is too broad a market, stretching over 200 miles north to south, and over 300 miles east to west.

2. Iowa trade is not dominated by one or two big cities. Des Moines, home of WHO, is Iowa's largest city, yet it has less than 6 per cent of Iowa's population (1930 census). Iowa commerce flows through more than a score of trading centers.

3. Some of these centers have smaller radio stations—some do not. Trying to cover them with smaller stations is expensive—and you still don't cover them all. The sound, economical way to sell Iowa by radio, is through the one station with power enough to cover all Iowa—Station WHO.

Remember, WHO broadcasts full-time on a cleared-channel with 50,000 watts power. No other Iowa station has evening power of more than 1000 watts. Through results for spot-advertisers, WHO has earned recognition as one of the most profitable media available today, not just in radio alone, but in the entire field of advertising.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Denver, Los Angeles, San Francisco, Seattle

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

THE LANGUAGE OF THE AIR

University of Washington Experimenting With a Course in Writing for Broadcasting

By HECTOR L. CHEVINGNY
KOL, Seattle

WITH the approval and cooperation of Dr. Dudley D. Griffith, executive officer of the Department of English, and of Prof. Glenn Hughes, who heads the Division of Drama of the University of Washington, the writer this season inaugurated a year's course in radio writing in the Extension Service. One two-hour lecture is being given weekly open to credits in advanced English composition.

Following the custom at Washington, the year's work is divided into three quarters. In the absence of precedents the course was planned as follows: The first two quarters are occupied exclusively with radio drama, the structure of the radio play, factors that create interest, writing technique, relationship to other popular narrative forms (the stage play and the short story), production and sale.

The third quarter will be devoted to other forms of radio writing—exercises in musical continuity, spot announcements, station practices.

The University seems to consider the class a successful one. Registered late and therefore unadvertised in the University's regular bulletin, it nevertheless has more than its quota of students. The course is considered a branch of English Composition, and not among the technical-vocational courses, such as newswriting or adwriting are customarily considered. The decision to classify the course as has been done was motivated by Dean Griffith's opinion that radio-drama writing strengthens what is the average writer's weakest point—his tendency to indulge in "author-summary" instead of thinking directly in terms of active scenes between people rising to crisp climaxes in which the turning-point of the narrative-action has been achieved through pure dialogue. There is no doubt but that radio-writing forces the writer to make his clashes concrete rather than abstract; forces him to strive for good, convincing, clear, natural dialogue.

There is a second reason why writing for radio is an auxiliary to sound training in writing. The rigid time limitations imposed by American radio force thought into a very hard mold. Much to my surprise, I find the experienced writers in my class have the greater difficulty here. Accustomed as they are to "fudging" an extra paragraph or an additional thousand words to complete a story, they find "timing" is extremely difficult, showing that here, at least, they are being forced to use mental muscles which long had been inactive. It has been my experience that when trained writers assume a radio "job", they at once think in terms of the one-act play. As time goes on and more and more experiences are "pooled" on this subject, our concepts will no doubt clarify, but it seems to me, after five years intensive work in radio drama, that there is a far greater affinity with the short story from the structure-standpoint.

To begin with, the short story and the radio story must attract attention and interest at once, even at the expense of perhaps losing some of the suspense in the body. The theatre need not do this, but a stage play can afford to accumulate complex motivations for some time during the first and possibly the second acts, as the dramatist knows members of the audience seldom quit in disgust, if they are going to at all, much before the second or third act.

Commercial Aspects

THIS being the case, and the American short story already having evolved a well-defined technique for capturing interest, I believe it "sound radio" to adopt the methods bodily, and to carry them over into the studio. Accordingly, I make a great deal of structure, insisting on clear plot-development and endeavor to have the students convey their thoughts by means of the most easily understood type of story—the story of accomplishment.

But all this does not mean that the course is purely academic in its purposes. The commercial aspect of American radio is accepted as a basis, and the fact kept continually in mind. Sponsorship is accepted as a limitation, but the fact is also accepted that, like all limitations, it has certain advantages as well as disadvantages. Inasmuch as my own training has been in the thick of commercial radio, I would find it difficult, if not impossible, to treat it purely academically. A number of dramatic programs on KOL (CBS) and on KOMO (NBC) are systematically followed by script. Dramatic work on these stations is followed from the inception of the idea, its sale, the changes made thereby and its final expression in terms of reception.

This radio-writing course is now being given under the University's downtown Extension Service, and is open to non-credit-taking auditors. The Extension Service is the University's testing-ground for new ideas. Should the work prove to have the merit in practice we have assigned to it in theory—worthy of being considered in importance to workshop-study in stage drama—it may become part of the daytime work offered to drama and speech majors on the campus, and may even be made compulsory, so important has radio become as a means of dramatic expression.

In view of the recent attempts on the part of a group of educators and religious leaders to assume control of a portion of the nation's facilities, the University's attitude in all this is worthy of study. The University has no desire, at the present time, to enter broadcasting. It believes that radio must be accepted as it is, and any teaching of its writing must take into consideration its commercial aspect.

WWJ

First Radio Station in the World to Broadcast Regular Daily Programs

Because WWJ was a pioneer in its field, it gained an audience which no other radio station in the great Detroit market has ever been able to encroach upon. WWJ is first in listener interest, first in responsiveness to civic appeal and first in RESULTS. It has the ear of Detroit's biggest market and Detroit's financially able homes!

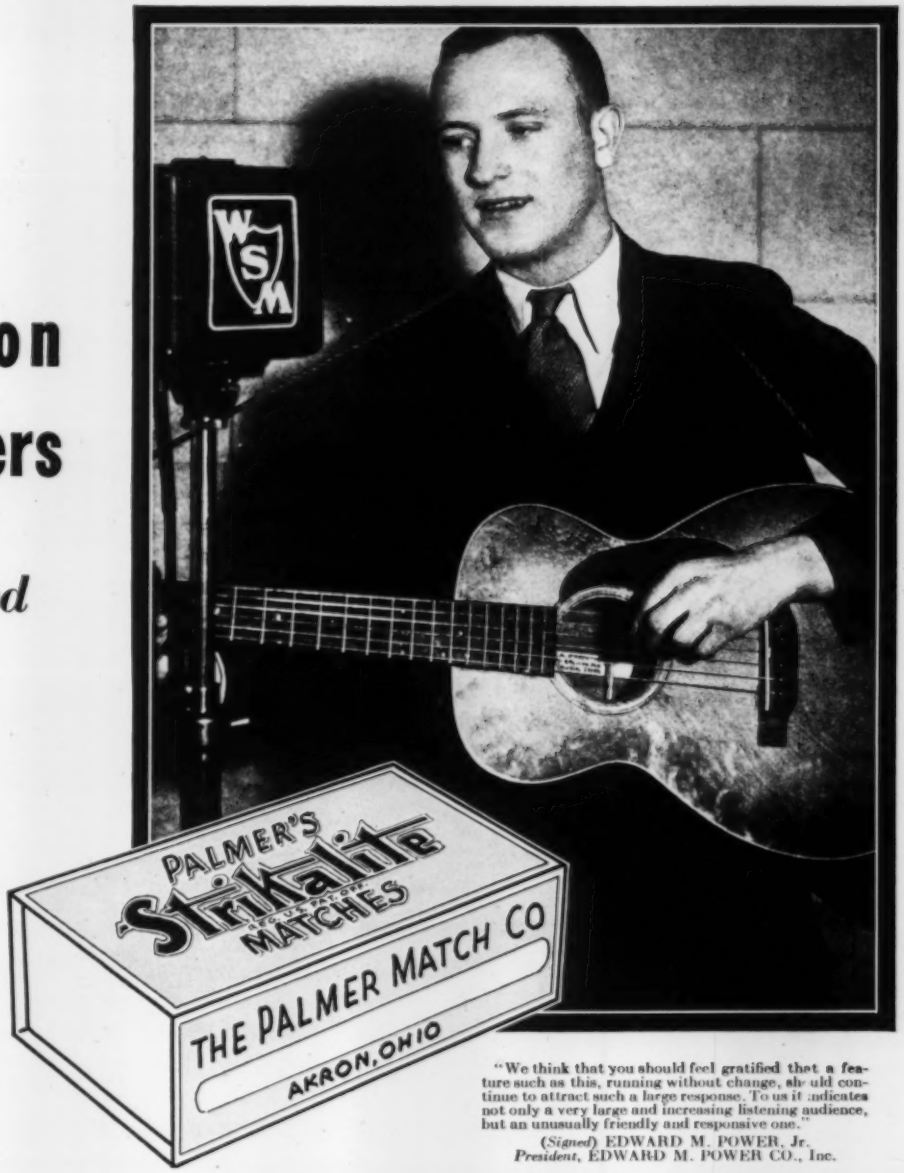
WWJ The Detroit News Radio Station **DETROIT**

National Representatives

GREIG, BLAIR & SPIGHT, INCORPORATED
New York Chicago San Francisco Los Angeles

From no distribution to 4400 wrappers

clipped and mailed in one week!



A year ago, agents Edward M. Power Company forwarded to this station a contract which signified that, with practically no distribution in the WSM market, the Palmer Match Company had decided to test WSM's ability by contracting for a five minute program, once a week, on Strikalite Matches. That was all. No other medium was to be used. If the product went over, fine. Otherwise—

With the agency, a program was whipped into shape to do the job. For 4½ minutes, once a week, a WSM entertainer by the name of Robert Lunn, who makes up funny songs, was to play a guitar and sing. At the end of the 4½ minutes, an announcer would discuss briefly the merits of the product, would state that anyone who wanted a copy of the words of the song featured could get it by sending in two covers, each taken from a box of Strikalite Matches. (A box of Strikalite Matches retails for 5c.)

That was a year ago. With practically no change, the program has run week in and week out, was renewed December 27th on an "until forbid" basis. Distribution is practically 100%, and repeat sales are excellent. Top "pull" for one week (as of Feb. 8, 1935), 4400 wrappers. The moral is obvious: Get the right program on the right station and you'll get results!

"We think that you should feel gratified that a feature such as this, running without change, should continue to attract such a large response. To us it indicates not only a very large and increasing listening audience, but an unusually friendly and responsive one."

(*Signed*) EDWARD M. POWER, Jr.
President, EDWARD M. POWER CO., Inc.

The Power and the Talent to make your Program Pull!

WSM

50,000 WATTS

COMPLETE PRODUCTION FACILITIES

EDWARD PETRY & CO., INC., *Exclusive National Representatives. Write for Program Release and Open Time Schedule.*

Owned and Operated by the **NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE**

NO WASTE

with WJDX

82% of the receiving sets of Mississippi may be reached with WJDX.

The absence of competitive stations insures a maximum and undivided audience.

MISSISSIPPI'S ONLY NETWORK OUTLET

★

WJDX

The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

Bands in New York Deleted by $3 Rule

Networks Go to Other Cities For Dance Orchestras

NEW YORK remote dance orchestras have been absent, though not noticeably, from the networks since March 5 because of a ruling by the local musicians union to enforce a $3-per-man fee for such broadcasts originating in hotels and restaurants in the metropolitan area. Musical broadcasts from hotels were cancelled by the networks which keyed dance music from other cities or filled in the spots with different program material. New York stations not affiliated with the networks have resorted to other program material to avoid difficulty with the musicians.

The $3 rule had been on the books for two years, but the money had not been paid in to the union. In most cases it had not been paid to the orchestra men either, and in the exceptional instances where the hotels had lived up to the rule, the $3 had been simply a bonus for the players.

Up to the last minute it had been generally expected that a compromise would be arrived at, and the impasse avoided. The union spokesmen were confident of their ability to enforce their demands, and the hotel men and other employers were equally confident that this would not be the case.

Stations and networks were not directly interested parties but they bore the brunt of the inconvenience. The networks, with music at their disposal in cities all along the line, were in a much better position than the local stations, but even for them the task of arranging switchovers to a number of points around the country was by no means easy. Stations without network affiliation were much harder hit, and in some cases they closed down an hour or two earlier than usual, after filling in the time usually devoted to dance music with girls' harmony teams, accordion players, and whatever talent could be corralled at such short notice.

The union called a meeting for March 6 with the band leaders, and at the gathering the position was explained. It was freely reported that the leaders of name bands were against the decision to enforce the rule, but they were outnumbered in the union membership by the unemployed. On the other hand, the latter received support from those players who are regularly employed in radio stations. If remote broadcasts from hotels stopped, there would be more studio originations, and thus more staff jobs, and more work for those already on the staff.

Possible Compromise

NOTHING definite resulted from this meeting, but when it ended there was a marked disposition on the part of the prominent leaders to say nothing. The union officials were confident that they had the situation well in hand.

After the fee had been in effect for a day it was suggested that a compromise might be reached on the basis of a $3 charge for major hotels and night spots, but a lower charge for smaller hotels and "intimate" clubs.

Meanwhile NBC, CBS, and WOR (through the Mutual tie-up) continued to bring in programs from out of town. Only three employers of CBS bands agreed to the rule in the first day—Essex House, with Glen Gray; Cotton Club, where Claud Hopkins opened, and the Casino de Paree, with Jerry Freeman. WNEW utilized ABC stations, and brought in music from New Jersey and Philadelphia, but even so was obliged to close at 2.30 a. m., instead of 4 a. m.

RUDY VALLEE has been signed by Standard Brands Inc., New York (Fleischmann's yeast) to a contract for another year with options for succeeding years through to Jan. 1, 1942, succeeding a contract which would have expired Jan. 1, 1936.

Soap Merchandising

DISPLAY cards which tie in the program of Fels & Co., Philadelphia (Fels Naptha soap) with the program on WFBL, Syracuse, contain a picture of Jack Buckland, singer and announcer, at the microphone and are distributed by Buckland himself. In making personal contacts with dealers, he checks on sales and displays. The twice-weekly programs are directed at the housewife.

WHAT GOOD IS DEMAND WITHOUT SUPPLY?

WXYZ (KEY STATION) DETROIT
WBCM BAY CITY
WFDF FLINT
WJIM LANSING
WIBM JACKSON
WELL BATTLE CREEK
WKZO KALAMAZOO
WOOD GRAND RAPIDS

In other words—why spend money creating demand—IF you haven't the dealers to SUPPLY it? Obviously that kind of advertising expenditure is practically wasted—BUT—there's ONE solution for the manufacturer who WANTS MICHIGAN'S RICHEST MARKETS! The solution is the Michigan Radio Network—with its eight stations—AND—its MERCHANDISING SERVICE. With this setup there is not only a *demand* created for your product—but also an outlet—DEALERS! The merchandising service GETS DISTRIBUTORS—CHECKS CREDITS—ACTUALLY TAKES ORDERS FOR MERCHANDISE—HANDLES DEMONSTRATIONS—PLACES DISPLAYS! Don't make the mistake of stopping at merely creating demand! Finish the job! Use the Michigan Radio Network MERCHANDISING SERVICE available to its advertisers without additional cost. Write or wire for details.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operaters of Station WXYZ)

CHICAGO
William G. Rambeau
316 N. Michigan Ave.

DETROIT, MICHIGAN
300 MADISON THEATRE BUILDING

SAN FRANCISCO
Douglas S. Nowell
Russ Bldg.

MEMBER MUTUAL BROADCASTING SYSTEM
WOR, New York; WLW, Cincinnati; WGN, Chicago; WXYZ, Detroit

KJR
5,000 WATTS
CLEAR CHANNEL
N. B. C.
NETWORK
SEATTLE
WASHINGTON

A dependable station—one that dominates its market and consistently produces.

Since 1922 KJR has been a leader — an example for the others to follow.

Guaranteed time.

Highest power in Washington.

Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

Margaret Culkin Banning

Chosen the 1935 member to Duluth's Hall of *Fame!*

Apparently, the old adage that a prophet is not without honor save in his own country, doesn't apply to Duluth. Duluth has just chosen Margaret Culkin Banning to the Hall of Fame. The Northwest appreciates its noted author, novelist and lecturer. Also appreciated by the Northwest is the well-balanced program of entertainment, news and education broadcast by WEBC. This appreciation takes the form of 'round-the-clock fixation of radio dials at 1290 kilocycles.

DULUTH
WEBC
SUPERIOR

HEAD OF THE LAKES BROADCASTING CO.
SUPERIOR DULUTH

Stores in 12 Cities Take WBS Style Disc Series

DEPARTMENT store and women's ready-to-wear establishments, long the goal of station commercial departments for local sponsorship, have signed to carry the first series of 14 15-minute *World Tobelogues*, transcribed style programs, in 12 cities, reports the World Broadcasting System.

Accounts so far signed and stations being used are: G. Fox & Co., Hartford, Conn., WTIC; Brigham Co., Springfield, Mass., WMAS; B. Forman Co., Rochester, N. Y., WHEC; Thalhimer Bros., Richmond, WRVA; Loveman, Joseph & Loeb, Birmingham, WAPI; Maison Blanche, New Orleans, WSMB; H. & S. Pogue Co., Cincinnati, WCKY; Union Co., Columbus, O., WBNS; Rike-Kumler Co., Dayton, O., WSMK; H. P. Wasson & Co., Indianapolis, WKBF; Field-Schlick, St. Paul, KSTP, and The Emporium, San Francisco, KLX.

SPONSOR SOLVES THE MYSTERY

Obtaining Good Results by Making Thrillers Do Double Duty in Getting New Business

By BARKLEY SCHROEDER
WLW, Cincinnati

THE *Ken-Rad Unsolved Mysteries* program on WLW has a popular appeal. More than that, it is selling radio tubes for its sponsors at an unprecedented pace.

Mystery stories have always challenged the ingenuity of all classes, young and old, rich and poor. The manner in which these stories are presented is both unique and interesting. An invented character, Dr. Kenrad, and his stooge "Skeets" play the principal parts. The stories are told with all the hair-raising episodes of real thrillers. The sound effects are particularly thrilling. The sound man is in his glory. From the tap, tap of the murderer stalking his prey, to the crash of an infernal death-dealing machine, the audience is given thrill after thrill.

The story is acted up to the climax when a gong is sounded and the announcer tells the listeners to send in solutions, giving their versions of who the murderer was, the motive for the crime, and how it was done. The solutions must not exceed 100 words. Ten complete sets of Ken-Rad radio tubes are awarded to the ten best solutions. The following week the correct solution is given, together with a new mystery. In this way, the detective ability of the listeners is challenged, and the audience is held from week to week.

The Dealer's Part

THE PART that the dealers play in selling Ken-Rad radio tubes is given utmost consideration. The audience is told to have their radio tubes tested by their nearest Ken-Rad dealer. It is advised that replacement be made with Ken-Rad tubes. However, a closer association with the dealer, and one which carries a great deal of weight, is the manner in which the prizes are awarded.

After the names of the winners are announced at the conclusion of each broadcast, the lucky ones are advised by mail of their good fortune and asked to give the types of Ken-Rad tubes they need for their radio receiver. They must send in the name and address of the radio dealer from whom they ordinarily buy radio supplies. The tubes then are sent to that dealer to install in the receiver of the winner.

The dealer is also sent a check for the profit he would have made, had he actually made a cash sale of the tubes. The fact that he is not a Ken-Rad dealer makes no difference. It is needless to say that this sets well with the radio merchant and often through this method a new Ken-Rad dealer is made.

Some Real Results

RECENTLY a questionnaire was sent to dealers through whom sets of Ken-Rad tubes had been delivered to winners in connection with the *Ken-Rad Unsolved Mysteries* during the past year. Remarkable as it may seen, 70% of those dealers who replied had become Ken-Rad dealers as a result of this program.

In one instance, a radio dealer in a large city delivered several sets of Ken-Rad tubes to prize winners in the manner described. He became so interested that he asked the Ken-Rad representative to call. As a result of the call, the dealer became a new outlet and his business to date indicates that he will sell approximately 1000 Ken-Rad tubes per week.

The program is considered one of the most unique on the air. WLW, with its super-power, has given it a vast audience. Returns are mounting weekly. Every state in the Union has been heard from; seldom less than 42 states are represented in the weekly mail. The program is selling Ken-Rad tubes and establishing Ken-Rad outlets in most desirable spots. The program is heard over WLW every Thursday, 9:30 to 10 p. m. (EST).

433,742 letters in January and February 1935

WLS received 1,051,041 letters from listeners in 1934. Station mail in the first two months of 1935 totalled 433,742 — 100% increase over the corresponding period last year. 72,555 letters were received the week of February 11-16. After all the talk about radio mail not coming in "as in the old days" WLS continues to get increased response from interested listeners and greater results for advertisers.

WLS Weekly Paid Circulation NOW 66,021

50,000 WATTS WLS

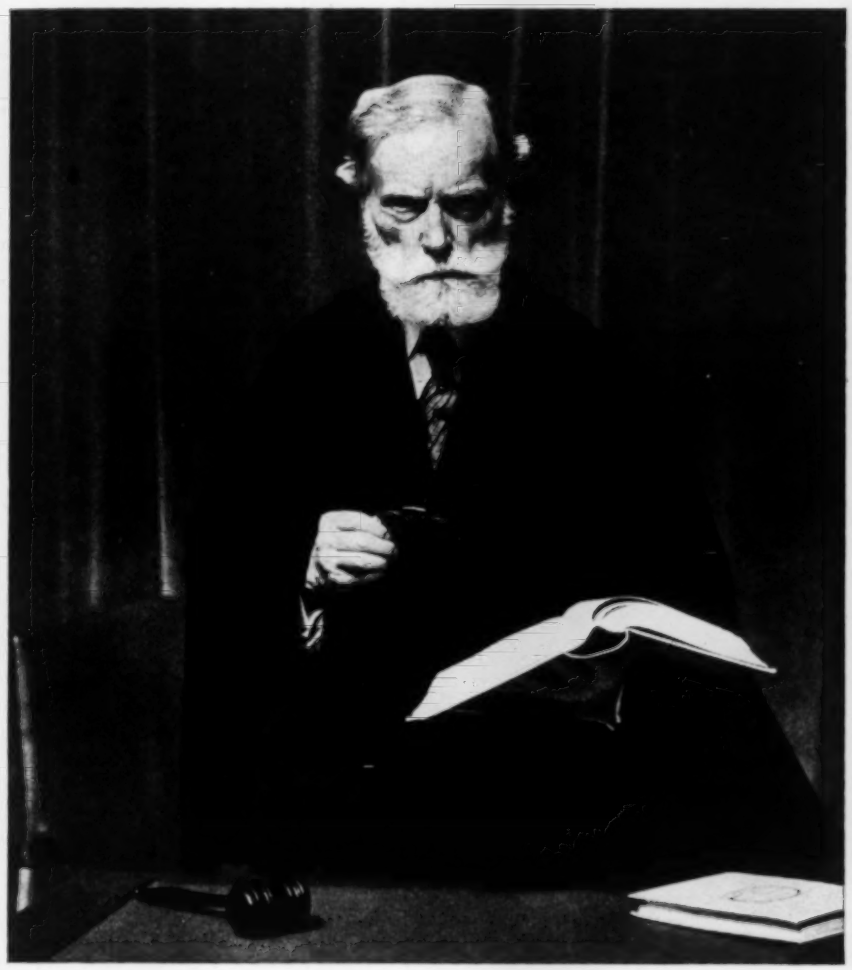
WLS Weekly sent to Agencies and Advertisers on Request

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

Bill Blocked in Alabama To Protect News Source

EFFORTS of Alabama newspaper interests antagonistic to radio to have the state legislature enact a bill which would permit newspapers to withhold sources of information from juries, were blocked last month as a result of activity by the Alabama State Committee of the NAB. After introduction of the measure, S. G. Persons, state committee chairman and president of WSFA, Montgomery, appeared before the committee to which the measure had been referred and requested that it be amended to include radio stations as well as newspapers.

As a consequence, the measure died in committee as the state legislature recessed for 60 days. While its reintroduction is expected at the forthcoming session, Gov. Graves has indicated that he desired radio to be included in the measure on a par with newspapers.



THE VOICE OF EXPERIENCE

CLEAR, pleasing and persuasive, the voice of each of these stations is surely the Voice of Experience.

Alert, successful broadcasters, their experience has taught them the importance of knowing who and where their audience is and how to please it—how to sell it.

Experienced, successful advertisers know these stations—know from their own experience that they are the pullers, the producers, in their markets.

The advertising Voice of Experience calls for these stations on Spot Broadcasting schedules destined for the greatest success.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WBRC	Birmingham	CBS
*WAAB	Boston	CBS
*WNAC	Boston	
WICC	Bridgeport / New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KLZ	Denver	CBS
WJR	Detroit	NBC
KTHS	Hot Springs	NBC
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
*KFI	Los Angeles	NBC
*KECA	Los Angeles	
WHAS	Louisville	CBS
WLLH	Lowell	YN
WIOD	Miami	NBC
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
*KGW	Portland	NBC
*KEX	Portland	
WEAN	Providence	CBS
KSD	St. Louis	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
*KOMO	Seattle	NBC
*KJR	Seattle	
KTBS	Shreveport	NBC
*KHQ	Spokane	NBC
*KGA	Spokane	
WMAS	Springfield	CBS
WDAE	Tampa	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

ALSO

THE YANKEE NETWORK
THE TEXAS QUALITY GROUP
THE NORTHWEST TRIANGLE

**Indicates stations located in same city under same management.*

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

'Time' Newsreel Spots

TYING IN both with its Friday night broadcasts on CBS and with its *March of Time* newsreels, Time Inc., New York, on March 7 and 8 released an average of two spot announcements per station on 50 stations in cities where theaters are playing its newsreels. The one-minute transcriptions were produced by WBS and placed by Batten, Barton, Durstine & Osborn Inc., New York, the magazine's agency. It is planned to place these spots monthly to synchronize with the Thursday and Friday releases of the monthly newsreels, the time specified in cases of CBS stations being immediately after the network program.

WJAY

610 Kilocycles

You want
RESULTS
COVERAGE
You can count on
WJAY-Cleveland
for both!

Call Report System For Salesmen That Works Effectively

WHB Has Perfected a Plan That Is Simple to Operate

THE RADIO business being what it is, and salesmen being what they are, the average station sales manager has a group on his hands only slightly less temperamental than a string of Metropolitan Opera Stars. They agree with alacrity to any new call report system, and follow it faithfully for all of two or three days. Then either a new man must be hired to follow up the follow-up, or—and this is usually the case—another beautiful plan dies stillborn.

Don Davis, president of WHB, Kansas City, believes that part of the fault lay with station management. Usually the plans have been too complicated, and no salesman is friendly toward detail work. Any system which involved more bookkeeping than the salesman himself would ordinarily go through would be doomed to failure, as well as any system which required the salesman to make a daily oral report.

How It Is Done

THE SOLUTION lay in a set of pocket-size envelopes 4½ by 6¾ inches. Each WHB salesman is given one of the envelopes for each day's work. Divisions printed on these envelopes, two on the front, three on the back, allow space for reports covering service calls on clients, call-backs on prospects, first calls on new prospects, telephone contacts, and "failed to see". The salesman is given added incentive to use the sales-report envelope because it is handy as a pocket file for newspaper clippings, publicity matter, notes, and any other material he may wish to carry around.

It takes about one-fifteenth of a secretary's time to keep this call report system going. In the morning, when the salesmen come in, she gives each man an envelope bearing his number and the date. From previous envelopes she has gathered follow-up dates, and if Salesman No. 1 had said he was going to see Mr. Jones again on this particular day, Mr. Jones' name appears in the call-back section. Similarly, the "failed to see" from the previous day are switched into the set of call-backs. A swift check-up for complaints on station service can be gained at any time by thumbing through the service call portions of the envelopes and noticing if any squares are checked.

This is the system as far as the salesman is concerned. In beginning the call report system, WHB asked each salesman for a list of clients and prospects. When duplications were eliminated, each man was given protection for 90 days on the accounts and prospects he had named.

A supplementary file of firms, transferred by the secretary from the envelopes, keeps tab on the dates of actual calls. Additional information can be derived from the file of envelopes. When 90 days have expired on any prospect without a sale, another salesman gets the job. In this way, Mr. Davis figures that during the year four different personalities will make a bid for the business.

To develop a healthy form of competition among salesmen and to keep each in touch with what the other is doing, a bulletin board record lists each salesman's service calls, call-backs, new prospects and telephone contacts, as well as actual sales. The system is copyrighted by Mr. Davis, but a letter to him at WHB, Kansas City, is all that's necessary to secure permission to use it.

STYLES FROM PARIS
Transatlantic Telephone Talk Sponsored Over WJBC

A NEW kind of international hook-up was broadcast recently by WJBC, Bloomington, Ill., under sponsorship of the W. H. Roland Department Store, when a telephone conversation between a Paris fashion expert and a French teacher in a Bloomington dining room was put on the air.

The transatlantic call had been worked out in advance and the telephone conversation, in French, was taken from the wires and broadcast. All steps in establishing the phone connection between Bloomington and Paris were aired and reception was described as excellent.

After the conversation had been completed, the WJBC announcer read a translation of the conversation. The store used newspaper space as part of its advance publicity, as well as spot announcement. After the broadcast, the fashion trends were featured in window displays and the conversation reproduced in a local newspaper.

WBBM to Synchronize With KFAB Night-time And Use 50 kw. Power

FULL AUTHORITY to operate synchronously on the 770 kc. clear channel during night-time with doubled powers was given WBBM, Chicago, and KFAB, Lincoln, Neb., by the FCC in decisions announced March 5, following hearings before the Broadcast Division. The synchronization will be experimental. In announcing the decision the FCC first made the grant permanent, but then modified it. Both stations are CBS outlets, with the former owned by the network.

WBBM was authorized to increase its power from 25,000 to the regular maximum of 50,000 watts and to install new equipment, with the order becoming effective March 26. KFAB was granted an increase in power from 5,000 to 10,000 watts, and authorized to install new equipment. Under their regular licenses the stations have divided time, but have duplicated operation during day-time with experimental synchronized operation at night.

Frank Falknor, CBS central division engineering chief, indicated that WBBM would have its new equipment installed by April 1.

Peter Gets RCA Post

THIRD of the NBC executive staff to be transferred to the parent company, RCA, is Paul Peter, formerly the network's chief statistician, who on March 1 went over to RCA in the same capacity. Mr. Peter was the organizer of the NBC statistical department in 1929. H. M. Beville, like Mr. Peter a graduate of Syracuse University and for the last five years Mr. Peter's assistant, has been promoted to the post. During the last few months H. K. Norton, NBC treasurer, went over to RCA as assistant to President Sarnoff, and Frank Mullen, NBC agriculture director, was named RCA public relations director.

Southern California "SPOTS"

AT LOCAL RATES

... no foreign rates, no transcription surcharge...

no penalties for spot broadcasting in the Southern California market...if you use KFWB in Los Angeles. In fact, among the four major Los Angeles stations KFWB offers "spot" rates from 50 to 60% lower and a record of results that is "spotless!" It's a "top" station in a "top" market. Regarding available "spot" time write to...

KFWB LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif.
Free & Sleininger, Inc., Exclusive Representatives

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership	3rd
Automobile Ownership	5th
Radio Ownership	2nd
Industrial Payrolls	6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

A BIG CROWD YES!

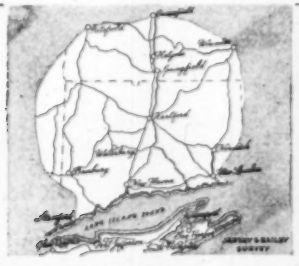
BUT YOU REACH A THOUSAND TIMES LARGER CROWD THROUGH

WTIC

Try this experiment on your imagination. Think of this photograph hanging on your wall. Then imagine it surrounded by 999 similar pictures—and you can form some idea of the tremendous audience you reach through Station WTIC. A population of 1,580,000 in the primary coverage area alone (Jansky & Bailey survey figures). And 680,000 more in the secondary coverage area.

Now look at the people in the WTIC Communities from a quality standpoint. One out of three paid an income tax last year. Per capita savings bank deposits are over 500% greater than for the country as a whole. High buying power plus low distribution costs (for the area is less than 100 miles square) make the WTIC Communities America's No. 1 test market — a market that consistently justifies intensive advertising.

Station WTIC offers the one way to reach this entire market at small cost. Talent is available for the skillful staging of any type of program. Full particulars on request.



THE WTIC COMMUNITIES
A PROSPEROUS POPULATION IN A COMPACT MARKET

WTIC

50,000 WATTS

HARTFORD • CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY**, *Business Mgr.*

NEW YORK OFFICE, 220 EAST 42nd STREET — *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE — *C. C. WEED, Manager*

Grasp possibi

World brings new business to affiliated stations through adoption of Program Service by national advertisers

A SHORT time ago the manufacturer of a well-known household product wanted to broadcast with the best and most authentic music from Spain, Italy, France, England, Germany, Scandinavia and South America as well as the latest American music. This proposition looked like an impossibility. The cost of assembling and rehearsing such a variety of talent and instruments would be prohibitive. Then this advertiser heard of the World Program Service. He found that this Service contained every kind of music which he wanted, ready for instant use. And best of all, into such a program could be woven all the commercials or special features desired. The result was a thoroughly individual studio job. And because all the music was available in World Program Library, it was one of the most *economical* musical programs ever built for a national advertiser.

Needless to say, the manufacturer was delighted. He was able to accomplish with the World Program Service what would have been impossible in any other way.

The programs were shipped from World studios and broadcast over SIXTY-FIVE stations for 20 weeks.

ADVERTISERS, AGENCIES, STATION MANAGERS! Let us give you all the facts about the most sensational and latest way to increase business.

these
bilities!

Will you be the station to qualify for a new World Program Service franchise in your territory?

This was a boon for the advertiser and a boon for the stations. Nothing else like this had ever been done before.

And now other national advertisers are taking it up enthusiastically. Today the manufacturer of a well-known brand of paint is preparing in World studios forty 15-minute programs to use over many stations throughout the United States. The manufacturer of a drug product that is a household word has just completed a highly successful campaign of four broadcasts per week for thirteen weeks over FIFTY-TWO stations. A women's wear broadcast started with fourteen stations and after two weeks is adding new stations every week. And so it goes!

The affiliated stations of World Program Service are given exclusive rights in their territory to these wonderful programs of national advertisers.

Grasp these possibilities!

WORLD BROADCASTING SYSTEM, INC.
50 WEST 57TH STREET, NEW YORK, N. Y.

Other Offices and Recording Studios at: 400 W. Madison St., Chicago, Ill. · 555 S. Flower St., Los Angeles, Cal.
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

Man and Maiden About Town turn their footsteps Gotham-ward as instinctively as they select the smartest shops, the cleverest divertissement. Is not graceful living the sum total of many familiar trusted things? An environment and an atmosphere correctly luxurious . . . a manner flavored by the habits and tastes of cultivated New Yorkers . . . facilities congenial to a precise mode. Most simply expressed, perhaps, by guests of the Gotham as the comfortable feeling of belonging there . . . the easy assurance a well-fitted coat imparts. For instance . . . the Alpine Grill, now air-conditioned, with the dean of New York bartenders, Joe Hentschel, presiding . . . luncheon or dinner in the beautiful Rennaissance Room . . . or the Ladies' Bar during the Cocktail Hour. Attractive rooms from $4.

The Gotham

Max A. Haering, Resident Manager

FIFTH AVENUE AT FIFTY-FIFTH ST.
NEW YORK CITY

Graduated Scale of Fees Fixed by Artists' Group In Planning Radio Raid

FEES of from 5 to 30 cents per run of a phonograph record, with the rate depending upon station power, will be sought by the newly formed American Society of Recording Artists, Inc., for the performance of their records, according to advices received from Hollywood March 4 by BROADCASTING. (The scope and purpose of this organization, as defined in letters soliciting the membership of recording artists, were outlined in the March 1 issue.)

Claim is made by the organization, which has not proved its right to collect tribute of any kind and has no court decisions to substantiate its action, that some 25 million hours of phonograph music are broadcast annually. Thus, it is held, the record royalties would gross between $5,000,000 and $8,000,000 annually, as against some $2,000,000 now collected by the American Society of Composers, Authors & Publishers from stations as a music performance fee.

The new organization claims a membership of some 500 phonograph recording artists, including Crosby, Vallee and John Charles Thomas. Al Jolson is said to be head of the membership committee, with George Hall, formerly Hollywood manager of the RCA-Victor Co. Inc., as executive organizer, with headquarters in the Guaranty Building, Hollywood. The group has no dues, with the organizing expenses subscribed to by "big name stars".

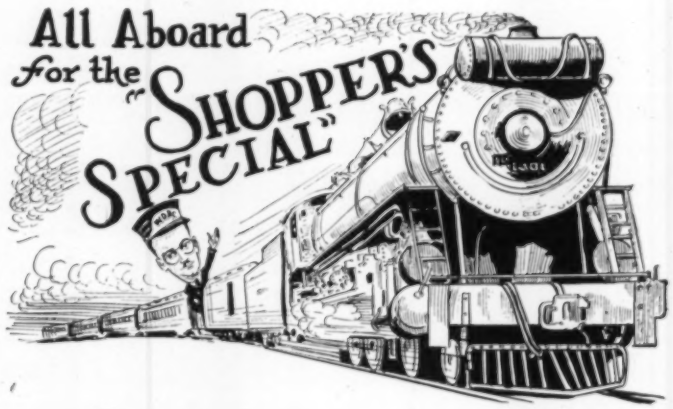
Transcriptions are not involved, since transcription producers pay the artists a straight fee for recordings for the exclusive broadcasting use.

In broadcasting circles it is felt that the recording artists cannot enforce their royalty plan for a number of reasons. First, there is no legal right for such collections. Secondly, broadcasters now pay ASCAP for the right to perform the musical compositions in its catalogue, whether by phonograph record, live talent or remote pickup.

Chandu Brought Back

A TEST campaign, bringing back the *Chandu the Magician* series, formerly sponsored by Beech-Nut Packing Co., Canojaharie, N. Y., was started March 11 over WGN, Chicago, and will begin March 25 over WJR, Detroit, under the banner of Sterling Products Co., New York, in the interests of Cafi-Aspirin. The 13-week series will be heard for 15 minutes, five nights weekly on each station, WGN carrying it at 9:15 p. m. and WJR at 6:15 p. m. Blackett-Sample-Hummert Inc., New York, handles the account, which may extend to other stations later.

THREE stations have been assigned call letters by the FCC, the station at Pecos, Tex., being assigned KIUN; that at Hutchinson, Kan., KWBG, and WMFP, Ashland, Ken., changed to WCMI.



STARTING every weekday with the "Shopper's Special" at 8:00 A. M., and continuing 'til midnight, WDRC offers advertisers a potential market of OVER A MILLION people within a 30 mile radius of Hartford . . . a market tested and proved by critical advertisers who buy only RESULTS. There are a few periods still available between well-known national programs . . . time that will produce SALES for you, as it is continually doing for others.

2500 Watts Daytime **WDRC** 1000 Watts Nights

Hartford, Connecticut

◆ Basic Network Station of the Columbia Broadcasting System ◆

Pacific 'Magazine' On Afternoon Time

NBC Feature on West Coast Shifted; Sponsors Go Along

FOR MORE than six years a morning NBC feature over the Western network from San Francisco, the *Woman's Magazine of the Air* takes an afternoon time to be heard five days a week, Mondays to Fridays, inclusive, from 2 to 3 p. m. (PST), effective March 18. The feature, which replaces *Al Pearce and His Gang*, will be known as the *New Woman's Magazine of the Air* and will retain all its present talent, with Bennie Walker as master-of-ceremonies and Emil Polak as musical director.

In announcing the new set-up, Harry Anderson, NBC sales manager, San Francisco, stated that all sponsors on the morning broadcasts will switch to the afternoon hour. Those with 20-minute periods will continue as such through April 12, reverting to the new 15-minute schedules April 15.

Swift Switches

SWIFT & Co., Chicago (meat products), which sponsored 15 minutes on the *Al Pearce and His Gang* hour, has switched to the *New Woman's Magazine of the Air*, to be heard Tuesdays and Thursdays, 2 to 2:15 p. m. Other sponsors who have switched to the new hour with days and time of broadcast follow:

Tuesday: M. J. Breitenbach Co., N. Y. (Pepto mangan), 2:15-2:35 p. m.; Pet Milk Sales Corp., St. Louis (Pet milk), 2:40-3 p. m. Wednesday: Pioneer Canneries, Seattle (minced clams), 2:15-2:35 p. m., Jell-Well Dessert Co. Ltd., Los Angeles (gelatine dessert), 2:40-3 p. m. Thursday: Van Camp Sea Food Co. Inc., Terminal Island, Cal. (White Star Tuna), 2:15-2:35 p. m.; George W. Caswell & Co., San Francisco (coffee and tea), 2:40-3 p. m.; Friday: Tillamock County Cream Association, Tillamock, Ore. (cheese), 2:15-2:35 p. m., and Pacific Coast Borax Co., N. Y. (20 Mule Team borax), 2:40-3 p. m.

USING radio spots to bolster a big newspaper and poster campaign in markets where it has distribution, Van Camp Sea Food Co., Terminal Island, Cal. (canned tuna) has expanded its 1935 advertising through Emil Brisacher & Staff, San Francisco.

And So They Wed

WHAT, no music! exclaimed a shimmery bridesmaid just before a prominent young couple in High Point, N. C. marched down the aisle. Aha, a hunch! Phone the radio station. Which was done, so Johnny Miller, program manager of WBIG, Greensboro, cancelled a network program to broadcast special music for the nuptial ceremonies.

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST. LOUIS

KSD LEADS IN

INCREASED LISTENER AUDIENCE

Surveys of radio listener audiences covering the primary area of St. Louis to determine justifiable increases in hourly network rates were made recently by both the National Broadcasting Co. and Columbia Broadcasting System. In the rate changes, KSD was given a 52% increase, KWK 33% and the KMOX rate remains unchanged.

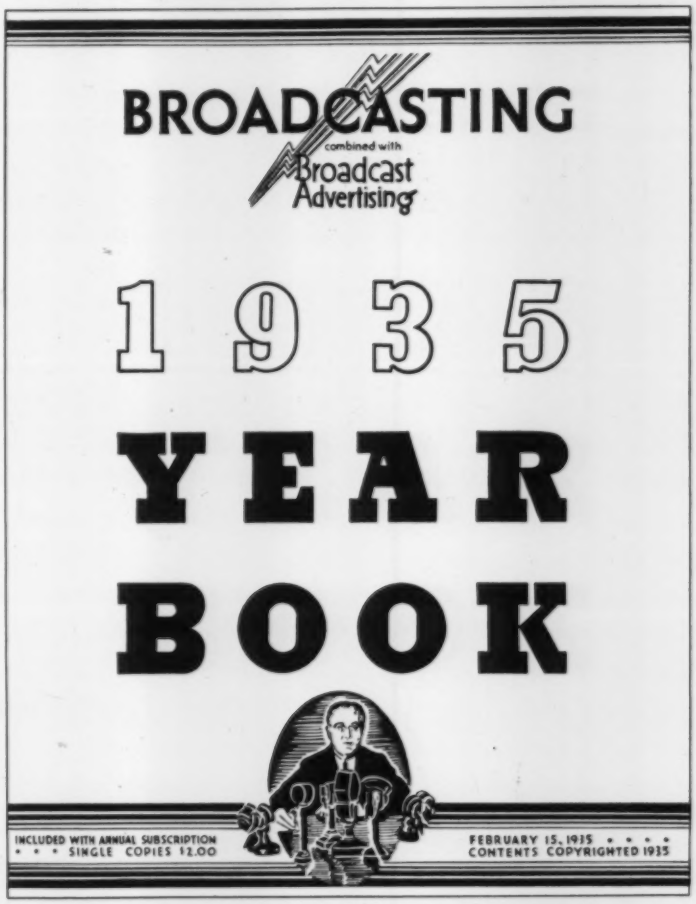
STATION KSD — THE ST. LOUIS POST-DISPATCH

POST-DISPATCH BUILDING ST. LOUIS, MO

Edward Petry & Co., National Advertising Representatives

New York Chicago Detroit San Francisco

Did You Get The 1935 YEAR BOOK?



AVAILABLE TO ALL SUBSCRIBERS

[Without Extra Cost]

BROADCASTING
combined with Broadcast Advertising

National Press Bldg.,
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1935 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR subscriptions YEARBOOK INCLUDED.

Canadian and Foreign Subscriptions $4.00 per year

Name _____

Address _____

City _____ *State* _____

Firm Name _____

Your Position _____

ORCHIDS

Just a few of the bouquets and encomiums heaped upon us during the last fortnight, in recognition of our 1935 Year Book . . . a significant cross-section of the various elements who constitute the consistent readership of BROADCASTING

"Your Year Book is about as complete as anyone could hope for. I knew you were tackling a big job and I knew you would do a good job, but honestly I did not expect one as good as that which you actually produced. Congratulations."

Edgar Kobak,
Vice-President in Charge of Sales,
National Broadcasting Company, Inc.

"Very thoroughly done and certainly right up-to-the-minute."

Robert Disercns,
Vice-President,
Campbell-Ewald Co., Inc.

"Congratulations for splendid achievement in the production of radio broadcasting's first comprehensive Year Book."

H. N. Stovin,
Western Program Director,
Canadian Radio Broadcasting Commission,
Regina, Sask.

"You have started something here that should be an annual institution in the broadcasting industry, and a constant reference of valuable information. The day I received my copy I had a call for names and addresses of all Western recording laboratories. Before your directory was published this information would have been difficult to assemble on short notice."

Lindsey Spight,
Greig, Blair & Spight, Inc.

"That splendid Year Book of yours has left me speechless that this is the first chance I've had to find the words to convey my enthusiasm. I can't conceive of how anyone anywhere could have packed more valuable information into a publication."

Curtis Mitchell,
Editor,
Radio Stars Magazine.

"On your Year Book my heartiest congratulations. For years the broadcasting industry—and that includes our advertiser and agency friends as well as the broadcasters—have needed just that sort of guide book. May its success be such that it will grow in value with the years; I doubt whether it could be much better."

Philip G. Loucks,
Managing Director,
National Association of Broadcasters.

"I think it is a most complete compendium of information, and I don't see how anyone interested in radio broadcasting can get along without it."

L. C. Probert,
Vice President-Advertising Manager,
Chesapeake & Ohio Railroad.

"It is a wonderful collection of information, and so well indexed as to make it a pleasure to use."

Fred Baer,
Fred Baer & Associates.

"The Year Book fills a long felt want. It is convenient and in the week we have had our copy in this office, I find that several of us have had occasion to consult it for specific information and generally have found the answer to our questions."

Harry C. Butcher,
Washington Representative,
Columbia Broadcasting System, Inc.

"It is the first and the best assembly of such information and a splendid job every way."

Bond Geddes,
Executive Vice-President,
Radio Manufacturers Association.

"Congratulations on the Year Book. It certainly is great. And to think you only started 3½ years ago!"

Glenn Snyder,
Manager,
Radio Station WLS, Chicago.

"Your Year Book is a corker and I congratulate you on it."

Roy S. Durstine,
Vice-President,
Batten, Barton, Durstine & Osborn, Inc.

"After perusing your excellent Year Book, I have come to the conclusion that if all the essential basic data relating to broadcasting as an industry in all the files scattered in radio establishments throughout the country were computed in one volume, it would contain little more than the data you have congregated in your Year Book. My heartiest congratulations."

Anning S. Prall,
Chairman,
Federal Communications Commission.

"It certainly is the whole radio picture under one cover."

Frank Smith,
Assistant Advertising Manager,
General Foods Corporation.

"It is a most comprehensive piece of work, and you may be sure it will be in constant use in our offices."

Douglas Coulter,
Vice-President,
N. W. Ayer & Son, Inc.

"My congratulations and thanks for so complete and valuable a reference volume. I hope you will find it possible to continue this idea each year."

Robert O. Brooke,
Plant Department,
National Broadcasting Co., Inc.,
Hollywood.

"Year Book is a comprehensive education as well as a valubale record for anyone interested in radio. The collaboration and arrangement reflects an experienced, well trained organization. The book is a convincing exhibit of your willingness to cooperate convincingly with all branches of radio. Congratulations."

George M. Burbach,
Advertising Manager,
St. Louis Post-Dispatch,
Director, KSD.

"A very complete tome of facts of inestimable value not only to persons engaged in the broadcast field but other arts relating to radio. The compilation of this data required keen research and you and your staff should be complimented."

Jack Poppele,
Chief Engineer,
WOR.

"Many attempts have been made to institute annual reviews of the radio industry, but none has succeeded so well in compiling and presenting the statistics that are in everyday demand as this Year Book, intended to be an annual publication."

The New York Sun.

"A very creditable job. Congratulations."

A. L. Ashby,
Vice-President and General Attorney,
National Broadcasting Company, Inc.

"A most valuable compendium—useful to everyone engaged in broadcasting as a business."

Edward Petry,
Edward Petry & Company, Inc.

"Your 1935 Year Book is a most useful publication, we find. I think Broadcasting is entitled to expressions of appreciation for its service in making this book available."

Armstrong Perry,
Director, Service Bureau,
National Committee on Education by Radio

"A wealth of reliable information of incalculable value to all connected with broadcasting, advertising agencies and radio advertisers."

A. J. Flanter,
Sales Promotion Manager,
World Broadcasting System, Inc.

BROADCASTING

combined with

Broadcast Advertising

NATIONAL PRESS BUILDING WASHINGTON, D. C.

Honestly . . . We SPEAK ENGLISH!

SOMEHOW the idea has got around that Buffalo is pretty much of a foreign city . . . that you almost need an interpreter to make yourself understood . . . and that for these reasons other markets present greater sales opportunities.

Nothing could be farther from the truth. Buffalo is a typical American City. Only 20.6% of our people are foreign-born.* Only 7.9% of these Buffalonians do not speak English . . . more than one-third of our foreign-born population comes from English speaking countries.

And Buffalonians are prosperous. We weathered the depression without a single bank failure. Our industries are on the up-turn with employment and payrolls showing decided increases. We're buying new cars . . . new clothes . . . new furniture . . . trying new kinds of toothpaste . . . doing our part to keep Buffalo the tenth major American Market.

You'll go a long way in getting your share of Buffalo's business by telling Buffalonians about yourself over the Buffalo Broadcasting Corporation stations. WGR and WKBW, Buffalo's pioneer broadcasters, divide Columbia Broadcasting System and Buffalo Broadcasting Corporation production between them. This division enables you to pick desirable, guaranteed time . . . to get your message across in a way that's impossible when a single station carries network programs.

WGR and WKBW cover the Buffalo Area intensively . . . they're the wisest choice if you want to get the cream of Buffalo Dollar.

* The average for the fifteen largest cities in the Country is 20.2%.

550 WGR "THE ENDS OF THE DIAL" 1480 WKBW

BBC

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

MEMBER

Columbia Broadcasting System
National Association of Broadcasters
World Broadcasting System Program Service

REPRESENTED BY

FREE & SLEININGER, Inc.
New York, Detroit, Chicago
Denver, Los Angeles, San Francisco, Seattle

WMCA Builds Staff

Sidney Flamm

SIDNEY FLAMM has been appointed assistant to the president of WMCA, New York, since management of the station reverted to Donald Flamm, and several executives formerly with the organization have returned. These include A. L. Alexander, as chief announcer, and Harry Pascoe, as continuity director. A staff of announcers to replace those who remained with American Broadcasting Co. when the latter separated from WMCA now includes: Alfred Hall, from WOV; Thomas Coates, from CBS; Leslie Marcus, from WNAC; Howard Butler, from WNEW; James F. Cleminger, from Byers Recording Laboratories and Paul Gregory, from WHAS. Helen Hancock, formerly in charge of daytime programs, has been appointed assistant program director to Lewis Read. George Houston, formerly with World Broadcasting System, is studio director, and Carl Fenton, from Brunswick Recording Co., is musical director.

To Whom It May Concern:
Due to repeated inquiries, I wish to announce that I have not been in any way connected with the engineering firm of Doolittle & Falknor, Inc., of Chicago, since Jan. 1, 1933. *Frank B. Falknor*

New Series on Network Boosts Sales of Pebeco By 80% Within a Month

AN 80% increase in sales of the new Pebeco toothpaste for 1935 to date as compared to 1934 has been definitely traced to network advertising by Lehn & Fink Products Co., sponsors of Pebeco's CBS Sunday night series starring Eddie Cantor. The program, which marks Pebeco's most extensive use of radio, went on the air Feb. 3 to introduce the new Pebeco toothpaste and toothpowder. Featuring the *Eddie Cantor Magic Club*, the series in the first five weeks produced 50,000 new users of the new Pebeco, with a weekly total already at the 15,000 mark.

Commenting on Pebeco's reaction to the series, Miss Dorothy Cocks, Lehn & Fink advertising manager, said: "We are delighted with the results of the program to date. Pebeco sales now stand 80% ahead of last year, an increase which we believe is largely due to radio. At the factory unit in which Pebeco is produced we are operating with twice the force used last year."

Lehn & Fink have been using radio and the Columbia network to promote their various products since 1931. For Hinds Honey and Almond Cream, Lehn & Fink also presents immediately following the Cantor program, the *Hinds Club Romance* on the same network from 8:30 to 9 p. m.

WHAT ABOUT *the* DAYLIGHT HOURS?

IF you are looking for a profitable spot for your program, study the daytime schedule of WHAS. By using a day schedule on this station you can reduce your time cost one-half and your message will reach a wide audience of urban and rural listeners who prefer WHAS day and night because it brings them the cream of Columbia Chain nationally cleared channel of 820 kilocycles programs and because its 50,000 watts and assure them of consistently good reception.

WHAS *Owned and Operated by* THE COURIER-JOURNAL THE LOUISVILLE TIMES

COME INTO THE KITCHEN

Come into the kitchen while breakfast is under way . . . but you won't stay long. For the modern housewife has much to do, knows how to do it well, and she doesn't waste time or extra steps.

Ask her how she manages so capably and effortlessly and she'll tell you that her radio is particularly helpful. Along with entertainment that brightens the working day, it brings her household hints, housekeeping short-cuts, cooking recipes and shopping information. As she works she *listens*, she *learns*, and, according to the success stories of NBC daytime broadcasters, she enthusiastically *responds* to potent advertising messages at shopping time.

In the Denver area, KOA reaches and influences the buying habits of this special daytime audience. With studios popularly known as "Denver's Own Radio City", with sufficient power to serve a wide group of listeners, it offers broadcasters both the prestige and the facilities important to effective selling in this rich, radio-minded market.

KOA

50,000 WATTS DENVER

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone — MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1935, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Rebates and Rackets

THE BROADCASTING industry finds itself sitting on the sidelines in the battle between the Association of National Advertisers and the American Association of Advertising Agencies, over methods of compensation. Radio cannot plunge into the fracas, despite the fact that it is vitally concerned.

Irrespective of the reasoning by the major combatants, it boils down to a situation wherein the advertising medium relinquishes 15% and 2% of its rate for the placement of business through an agency. The ANA contends the agency works for the advertiser, and the AAAA argues that it is a free agent, working for both advertiser and publisher or station owner. Regardless of who wins, the percentage comes out of the medium's rate.

The ANA says the rigid 15% commission should go by the boards and that the advertiser should be free to make any terms he wishes, including rebates from the agency. We submit that rebates of any kind smack of the unethical and breed distrust, for if the agency rebates to the advertiser, why shouldn't it rebate, for example, to the station in cases where the broadcaster himself sells the advertiser, builds the program and puts on the show, as occurs in many, many cases in radio.

As a medium, broadcasting has been perfectly willing to pay the 15% commission to legitimate agencies, and presumably will continue to feel that way. Although sometimes wondering why it should pay the commission when an agency doesn't turn a hand in developing the account or building the program, it nevertheless is willing to concede that. What radio does not like, however, is the placement of business through racket agencies or bogus house agencies of advertisers, when they contribute nothing to the development and servicing of the accounts.

The FCC New Deal

ONE of the greatest but least apparent dangers to commercial broadcasting has been the loose regulation of the industry by a weak licensing authority. The old Radio Commission was all too prone to jump through the hoop to satisfy political whims and demands. The result was that the law and the regulations were evaded with impunity. The big fellows, and even the little ones with loud political voices, got pretty much what they wanted. The old Commission was viewed with contempt by the very persons who curried favor and got it, for it is axiomatic that no one respects a weakling.

The FCC came into being last July and there were sighs of relief and high hopes. But all of the old practices were not broken up, especially in the Broadcast Division, which for all practical purposes simply began where the old Radio Commission left off.

Another "new deal" has been effected on the FCC. It is felt that a change in personnel and positions will make possible the clean-up that obviously has become necessary. This is not necessarily a reflection upon the present FCC personnel or that of the Broadcast Division. Rather it is an effort to change the system on the theory that new brains, with fortitude, can start with a clean slate. It is something akin to an auditing firm taking over a business establishment and analyzing its books to set it on the right course.

Judge Sykes has done a praiseworthy job in setting up the new FCC, and his wide experience as a member of the Radio Commission for all of its seven years served him and his government in good stead in laying the framework of the new structure. He has stepped aside to turn over the helm to another, but remains as chairman of the Broadcast Division, where his background and training should prove valuable.

In former Congressman Anning Prall, the President has selected a man whose capabilities as an executive are well known to most of the men on Capitol Hill, where he served for a dozen years. He takes over that post with an open mind and with nothing to gain but a good record. He has set as his goal the moulding and functioning of a regulatory body that will command the respect now accorded to such contemporary agencies as the ICC and the Trade Commission. That he will brook no trifling with the law is already known to the FCC staff, the key members already having trod the carpet in the new chairman's office.

Vice Chairman Case is another whose purpose is that of wiping out the unsavory past of the radio regulatory body. His background as governor of Rhode Island, and his distinguished service as U. S. Attorney, means that he knows the law, and will enforce it.

It may prove difficult for some stations to hew to the line. But in the long run a politics-purged regulatory board is industry insurance. Looking ahead, it means that there should be security for every bona fide license holder with a proper concept of public service, for it is well nigh impossible to break down an honest, reputable fraternity of broadcasting stations which maintain their position by merit and service.

The RADIO BOOK SHELF

THE FASCINATING mystery of Radio is clearly and simply described in *The Beginner's Story of Radio* (Radex Press Inc., Cleveland), written "for the millions who, interested in radio, desire an intelligent understanding of what goes on within their receivers". Such terms as resistors, intermediate frequency and others equally baffling to the layman are described and charts depict the devious course of a radio impulse through the receiver.

THE MONTHLY journal of the U. S. Office of Education, *School Life*, is now listing educational radio programs in all issues, according to an announcement by William D. Boutwell, its editor. The publication is issued through the Government Printing Office at Washington at $1 per year.

21,500,000 Radio Homes

FROM THE PROLIFIC researches conducted by the "little brain trust" of CBS under the able guidance of Paul Kesten and John Karol comes another penetrating report of incalculable value to the broadcasting and advertising fields. Taking up where Uncle Sam left off five years ago, CBS has sponsored a survey by Dr. Starch of radio set ownership in the United States that is revealing and gratifying. The findings published in this issue, show seven out of every 10 homes in the United States now have radios—a total of nearly 21,500,000, not counting second and third sets in many homes and 1,800,000 auto radios now in use. The ratio compares with two out of five radio homes counted by the federal census takers in 1930.

This is the third supplemental radio census report prepared by CBS to bring up to date the federal count of 1930, a count known to be inadequate because so many failed to report owning radios for fear of possible taxation. The 1935 report, like the others, uses the 12,000,000 federal count of five years ago as a base; then it adds the known radio set sales in each state since that date, deducting therefrom a substantial proportion going into use as replacements. To strengthen these findings, it takes into account the actual door-to-door sample counts made by Dr. Starch's staff among 125,000 homes in 321 representative communities.

It was a gigantic task, and there can be few who will dispute its findings. With CBS we agree that if it errs at all it errs on the side of conservatism, for who is there who does not believe there are vastly more radios in use in the United States than the 21,430,000 passenger automobiles and the 10,600,000 residence telephones?

To CBS all credit for doing a splendid job in compiling figures that can be used as standard in measuring potential audience. All the more credit to CBS for its announced purpose of breaking down its state-by-state calculations by counties and cities, and for making these state reports available in mimeograph form to all who want them—whether or not they are CBS clients or member stations.

We Pay Our Respects To—

CARLYLE STEVENS

THE PSYCHOLOGY of advertising has many wrinkles and they can't be mastered at one sitting—or three or four, for that matter. But the day-to-day plugging at customers and copy and schedules that the agency man experiences proves an effective medium for instruction in the gentle art of persuading people to see things your way.

It was with this experience under his belt that Carlyle Stevens mustered a liberal supply of fortitude back in 1928 and undertook to exercise some persuasion upon the powers-that-be at WXYZ, Detroit. Under his arm were a number of short stories and plays that his nimble fingers had tapped off when the advertising ranks in the motor city had nothing further to offer him at the moment.

And at the very moment he entered the sound-proof studios of WXYZ, he started his career as a professional talker. While that persuasive talent failed to sell any of the early Stevens tomes to the Detroit station, it still proved the power of talking for he talked himself, instead, into a job as a WXYZ announcer.

Ever since he has been talking, professionally. So well and naturally has he talked that when Batten, Barton, Durstine & Osborn decided not long ago to award a prize to the announcer who talked with the greatest of ease, the token was bestowed upon "Carl", which happens to be the short-cut used by intimates in addressing him.

The agency had decided that it liked announcers who used a natural style. Not only that, but it didn't care particularly for announcers who cultivate a dripping, pseudo-aristocracy in their verbal emissions. Hence the creation of the annual "BBDO award for good announcing". And hence the selection of Stevens, who naturally enough, always has felt that an announcer should have an easy, natural, individual delivery—and has practiced what he preached.

The climb up the long ladder to radio eminence has been a brisk one for Carlyle Stevens. It was not so far back—May 23, 1907—that the elder Stevens, an engineer, delightedly informed Parkhill (Ont.) neighbors that the new arrival was a boy. In that little community the Stevens family had resided for several generations, ever since Carl's great-grandfather arrived from England to join the trek to Western Ontario.

The nearest Carl ever came to following his father's engineering footsteps was his first job, which he landed soon after absorbing the educational diet offered by Walker Collegiate School at Windsor, Ont. That job was in the Ford automobile plant in Detroit, but it was an accounting task far from the clatter and dash of the mills.

Dreaming over figures and more figures failed to stir the latent ambition in the young accountant's soul and soon the rolls of a Detroit advertising agency contained a Carlyle Stevens who was starting at the bottom. Not for long did he stay at the bottom, though, and one day his door was labeled "Assistant Account Executive". After continuing to glorify automobiles instead of figuring over them, he joined another Detroit agency. Here was a job that was cut out for a young chap. In 18 months Carl traveled 35,000 miles, publicizing everything from summer resorts to the Indianapolis races.

And that's where radio enters the picture, for he found himself without the pleasure of a regular pay envelope, in fact any pay envelope. The next turn in the road to success proved to be fiction writing and the visit to WXYZ followed.

Until 1931 Stevens talked and wrote and produced dramatic programs and even became a sound effects expert. The latter achievement recalls the time that somebody forgot to supply sound effects for a frying chicken as specified in a script, and the alert Stevens snatched a package of cigarettes from his pocket, tore off the cellophane, and wrinkled it under the microphone—a bit of drama that the audience never realized when it heard the fowl sputtering in the radio skillet.

Still seeking new worlds to con-

(*Continued on page 54*)

PERSONAL NOTES

A. E. BENNETT, managing director of 2GB, Sydney, Australia and president of the Australian Federation of Broadcast Stations, will arrive in this country April 20, with Los Angeles, New York and Washington on his itinerary. J. D. Stodart, an executive of 6PR, Perth, Western Australia, arrived in Los Angeles late in February for an American visit.

GEORGE M. BURBACH, Jr., for the last year engaged as associate editor of the BROADCASTING MAGAZINE YEAR BOOK, has joined the commercial staff of NBC in New York. Formerly he was with KSD, St. Louis.

RICHARD C. PATTERSON, Jr., NBC executive vice president, has been named chairman of the campaign to raise $500,000 by popular subscription to support the work of the Salvation Army in New York.

GEORGE W. HARVEY has been added to the local sales staff of WGN, Chicago. Mr. Harvey comes to WGN from *Motor Magazine* and was formerly with Wilkening Mfg. Co. and National Cash Register Co.

FRANK A. SEITZ, manager of WFAS, White Plains, N. Y., was stricken suddenly with appendicitis while broadcasting Feb. 26 and was operated on immediately. He is reported convalescing favorably.

FORREST E. WILLIAMS has resigned from the NBC sales staff in Boston to join the staff of the Massachusetts Republican Club. He will continue, however, to broadcast over WBZ-WBZA, Boston-Springfield, for the state Republican organization.

L. A. PIERCE, formerly with Foster & Kleiser, Portland agency, has joined the sales staff of KGW and KEX, Portland, Ore.

PRESTON D. ALLEN, manager of KLX, Oakland, was reelected chairman of the Northern California Broadcasters at a meeting held Feb. 26 in Oakland. Arthur Westlund, manager of KRE, Oakland, was reelected secretary.

ROSS WALLACE, formerly advertising director of *Wallace's Farmer*, has joined the commercial department of WHO, Des Moines.

D. J. LINDBERG, formerly of KUJ, Walla Walla, Wash., has been named manager of KRLC, new station at Lewiston, Ida. He also is a licensed operator and before joining KUJ had been a member of the technical staff of KIT, Yakima, Wash., and other northwest stations.

DON WIKE, formerly of KHQ-KGA, Spokane and since 1934 commercial manager of KUJ, Walla Walla, Wash., has been named assistant to H. E. Studebaker, general manager of KUJ and KRLC, Lewiston, Ida.

JOHN F. PATT, manager of WGAR, Cleveland, has been named by Gov. Ruby Laffoon as a Kentucky Colonel.

JOSEPH CATANICH, formerly sales manager of the Freeman Lang sound studios, Los Angeles, has been named to the sales staff of KHJ, Los Angeles, succeeding Arthur McDonald, who resigned March 1 to become sales manager of Standard Radio Advertising Co., Hollywood transcription concern.

HUGH ERNST, manager of KMPC, Beverly Hills, Cal., received a broken leg and arm in a recent automobile accident. Because of an expected long convalescence, Dick Conner, former city hall reporter for the Southern California Network, was named KMPC manager. His post was taken by his brother, Ned, who resigned from the sales staff of KRKD, Los Angeles.

BEHIND THE MICROPHONE

REP. KARL STEFAN (R.) of Nebraska, formerly chief announcer and commentator of WJAG, Norfolk, Neb., delivered an address Feb. 28 over a nation-wide CBS network. Telling of the impressions of a new Congressman, he also discussed his pending resolution to have the House chamber equipped with a public address system to improve acoustics.

JOHN R. TUNIS, writer and authority on sports, has joined NBC as sports commentator. He will broadcast eye-witness accounts of important tennis matches and other outstanding athletic events and will also handle a weekly sports account. He is managed by NBC Artists Service.

JOHN HOBART has been named radio editor of the *San Francisco Chronicle*, replacing James Adam. The newspaper has an NBC-KGO affiliation and on March 1 closed its remote control studio in the Chronicle building to broadcast its daily features from NBC headquarters.

VICK KNIGHT, CBS production man, has written two new songs which have just been published, "Another Love" and "I Still Wear the Same Size Hat".

JULE PELMAR, of the WOR Artist Bureau, Newark, is seriously ill in French Hospital, New York.

WADE THOMPSON, for the last three years with KOIL, Omaha, and KFAB and KFOR, Lincoln, Neb., leaves March 15 to live in Seattle.

BILL CHERRY has returned to the continuity department of KMOX, St. Louis.

JOE WEEKS, formerly of WJR and WXYZ, Detroit, has joined the announcing staff of WSBT-WFAM, South Bend, Ind. Ned L. Reglein has replaced Bob Kennett as program director.

DOROTHY DIGGLES, for the last six years a member of NBC's casting department, San Francisco, will be married May 1 to Robert T. Whitten of the U. S. Department of Commerce. Miss Mary Oman, who assigns and clears studios for NBC broadcasts leaves San Francisco the end of March for New York City where she will marry Harold Wilmshurst, accountant, brother of Ernest Wilmshurst, former NBC technician in San Francisco and now a member of the technical staff at Radio City.

FELIX ADAMS Jr., announcer of WSPD, Toledo, is the father of a boy born Feb. 16. Harry Burge, formerly with WMBC, Detroit, and WMBR, Jacksonville, Fla., has joined the WSPD announcing staff.

TRUE BOARDMAN, former announcer and actor at KFI, Los Angeles, and free lancer, has joined the producing and writing staff of KHJ, Los Angeles.

SIDNEY ANDORN, formerly a reporter on the *Cleveland Press*, has joined WGAR, Cleveland, and is heard in the gossip program *Confidentially Speaking*.

MILFORD WADDELL, organizer of the Kansas City Civic Theater heard over KMBC, and formerly associated with Illinois and Missouri state universities, has joined the staff of W9XBY, Kansas City, as educational director.

EDDIE LYNN, announcer of WLW, Cincinnati, was married in February to Bea Green, Chicago songstress.

BOBBY ISBELL, six-year-old son of Harold Isbell, Chicago CBS production man, made his microphone debut March 2 as guest announcer on the Salerno-Megowen Biscuit Co.'s *Woody and Willie* program.

BROOKS G. CONNALLY has been promoted from chief announcer to program director and studio manager of KTSA, San Antonio, with James W. Crocker being promoted to production manager. Walter Beck, formerly with KRLD, Dallas, has been added to the KTSA announcing staff.

V. EUGENE MOSER, formerly with KMOX, St. Louis, and at one time with the Don Lee Network, has joined the production and announcing staff of KTAT, Fort Worth, and the Southwest Broadcasting System.

JOHN F. WHITE, Jr., formerly on the NBC production staff in San Francisco, has joined KGW, Portland, Ore., in the same capacity.

FLORENCE MARKS, in private life Mrs. Bosley Crowther, who has been a member of the CBS publicity staff in New York for five years, resigned March 9. Nora Drummond has joined the publicity department of CBS in New York. A native of Norfolk, Va., she has worked on several newspapers in the Old Dominion as well as the *New York Evening Post*.

JACK SAYERS has joined the publicity department of KHJ, Los Angeles.

DON DOUGLAS, formerly with WRC, Washington, has joined the announcing staff of KGFJ, Los Angeles.

JOHN HUGHES, recently with Seattle stations, has joined the announcing staff of KMTR, Hollywood.

W. M. ELLSWORTH
Radio Talent and Entertainment
Manager of many high class radio artists and acts available for employment.
Scouts talent for stations and advertisers.
Can fill any order—
No charge for services
Suite 1503, Mather Tower, Chicago, Ill.

HARRY R. LONG, formerly production director at KPCB, Seattle and other stations, has been named program director of KRLC, Lewiston, Ida.

JACK HARRISON, formerly with KYW, Chicago, and KPO, San Francisco, has joined the announcing staff of WFAA, Dallas.

JERRY DEMONG, radio actor, has been named to the announcing staff of WFBL, Syracuse, replacing Charles Arlington, resigned.

New Reproducer Out

A NEW portable "playback" reproducer, supplementing its regular recording apparatus, has been introduced on the market by Presto Recording Corp., New York. It is specially designed for broadcast station salesmen, program builders and radio advertisers. The lightweight apparatus operates on both AC and DC current, and can be used for demonstrations of studio-recorded artists and programs as well as for the playing of all kinds of records and transcriptions.

New Minnesota Local

A NEW local station at Rochester, Minn., to operate on 1310 kc. with 100 watts, unlimited time, was authorized March 5 by the FCC in a decision sustaining Examiner R. H. Hyde. The licensee is the Southern Minnesota Broadcasting Co.

MOTION PICTURE ACADEMY awards for 1934, recently announced in Hollywood, include a certificate of merit to Electrical Research Products Inc., for its vertical cut disc recordings.

WHAT! NO MIKE — They called it the "Little NAB Convention", these broadcasters who got together Feb. 23 at Virginia Beach as guests of WTAR, Norfolk. Left to right they are: (Bottom row) Campbell Arnoux, WTAR general manager; Keith Kiggings, NBC station relations; Henry Slavick, WMC, Memphis, general manager; (top row) John New, WTAR sales manager and George I. Jones, engineer of Jansky & Bailey.

Four Broadcast Awards By Women's Committee Will Be Made in April

FOUR AWARDS, one each for the best musical and non-musical program in both sustaining and commercial classifications will be made April 10 by the Women's National Radio Committee, New York. Anning S. Prall, chairman of the FCC broadcast division, has accepted an invitation to present the awards, which will consist of illuminated parchment scrolls. No public announcement of the winning programs will be made before the luncheon at which the awards are made.

The committee of judges to pass on programs comprises: A. Walter Kramer, editor of *Musical America;* Yolanda Mero-Irion, pianist; Eva LeGallienne; Fannie Hurst; Walter Naumburg; Mrs. Oliver Harriman; Mrs. E. James Ottaway, past president of the National Federation of Music Clubs.

In judging the commercial features, special attention will be given to the length, good taste, unobtrusiveness and general "appeal" of the sales talk.

The Women's National Radio Committee was organized to try to improve radio programs through constructive action rather than mere criticism. Its headquarters are at 113 W. 57th St., New York.

IN THE CONTROL ROOM

HARRY MILLER, engineer of WOR, Newark, is featured in Camel cigarette advertisements appearing in magazines and newspapers. He was selected by William Esty & Co., Inc., New York, Camel agency, for the photographs.

IRVING REIS, young CBS engineer who has met with marked success in writing and directing radio dramatics, adapted *Half Pint Flask* from a short story by Dubose Heyward and directed its production over a CBS network March 10.

FRANCIS N. KING, of the technical staff of WGR-WKBW, Buffalo, N. Y., is the father of a son, Ronald Leon King, born Feb. 18.

A. B. CHAMBERLAIN, chief engineer, and W. B. Lodge, engineer, of CBS, on March 11 read illustrated papers on "The Broadcast Antenna" before the Washington Section of the Institute of Radio Engineers.

GLEN WEBSTER, NBC Chicago engineer who recently returned from a trip to Cuba, heard his own amateur transmitter, W9JIR, Chicago, while he was on the Atlantic Ocean. It was being operated by Paul Clark, NBC supervisor, who operates "ham" station W9BG.

LAVERNE SHATTO, formerly of KFJI, Klamath Falls, Ore., has joined the technical staff of KUJ, Walla Walla, Wash., and KRLC, Lewiston, Ida. KRLC is to be completed in time to begin operating March 31. Construction is under the direction of Ellwood Lippincott, KUJ chief engineer.

HAROLD C. HADDEN, chief supervisor of the New York studio master control of WOR, Newark, and Marie C. Mehl, secretary to Jack Poppele, WOR chief engineer, have announced their engagement.

JOHN PENAZ, NBC engineer at the transmitter of WENR, Chicago, has been transferred to the communications department of the Chicago NBC studios.

CLARENCE JUNEAU, chief technician of KTM, Los Angeles, is the father of a daughter, born Feb. 26.

GEORGE BROWN, engineer of WSPD, Toledo, is the father of a girl, born in February.

OLIVER D. PERKINS, formerly of KOAC, Corvallis, Ore., succeeds Victor Carson, resigned, on the operating staff of KOIN, Portland, Ore.

THE CUBAN government has ordered all radio stations on the island to install crystal control.

WBAL

NEW

Ownership
Management
Policies
Programs

1060 Kcs. 10,000 Watts
2,500,000 Population
in GOOD SERVICE AREA

WBAL Baltimore

EDWIN M. SPENCE, General Manager
JULES P. DANIEL, Sales Manager

Paul H. Raymer Co., National Sales Representative, New York, Chicago

Serving the TACOMA-SEATTLE Market Well

KVI

TACOMA, WASHINGTON
Puget Sound Broadcasting Company
INCORPORATED
1000 WATTS 570 KC.

FREE & SLEININGER, *National Representatives*

More people listen
to WLW than to any other
radio station in the world
This explains why WLW advertisers make such tremendous progress in establishing and increasing brand preference for their products. One food product, for example, increased its brand preference 156.6% in four months. We will gladly give any advertiser a picture of what WLW can do for him.
WLW
the Nation's Station

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., *President* **CINCINNATI**

NRA CODE

Music Publishers Code Prohibits Song Plugging

A BAN on song-plugging as an unethical trade practice is specified in the code of fair competition for the music publishing industry promulgated March 5 by the NRA after more than a year of bickering among various elements in the industry. Bribing of orchestra leaders, singers and others, in any form whatsoever, to get them to perform numbers over the air or otherwise, is prohibited. The code sets up separate code authorities for popular and standard publishers and a coordinating committee to settle matters between the two, solving a problem that caused much commotion during hearings on the code last year. At the request of the NAB, the code includes a provision that the code or any subsequent amendments should not be construed as approving any of the acts against music publishers alleged in the Department of Justice anti-trust suit now pending against ASCAP and some 130 co-defendants in the federal district court in New York.

RADIO DEPT
"Miss Schmutz, it is indeed high time to telephone for . . .
FREE & SLEININGER, INC.
RADIO STATION REPRESENTATIVES
SEE PAGE 1, RADIO ADVERTISING RATES AND DATA

Food and Drug Bill in Doubt

(*Continued from page 13*)

tion of that of last year, although there were some, including Consumers Research Reports and the Peoples Lobby, who claimed the measure did not protect the consumer but was written for the benefit of the industries involved.

First of the witnesses to appear when the hearing opened was Charles Wesley Dunn, counsel for the Associated Grocery Manufacturers Association and the American Pharmaceutical Association, who was instrumental in drafting the McCarran bill (S. 580), certain portions of which had been written into the Copeland bill in committee before the hearings began. While he favored the broad principles of the revised measure, Mr. Dunn offered many amendments, all of which were taken under advisement. He supported particularly provisions which would give the Department of Agriculture jurisdiction over advertising, thus beating to the gun groups which opposed this change.

Women's Viewpoint

HE ARGUED that the Trade Commission has no scientific organization and therefore cannot determine whether the commodities are harmful or dangerous and whether the advertising is improper. He advocated a unified administration of the proposed new law in the Department.

Lee H. Bristol, vice president of Bristol-Myers Co., and a past president of the Association of National Advertisers, declared his industry would welcome action to limit the activities of "cheap manufacturers". He added, however, that certain provisions seemed too drastic, and favored retention of advertising control in the Trade Commission.

Among representatives of women's organizations who supported the measure, as well as Department of Agriculture control over advertising, were Alice L. Edwards, American Home Economics Association; Mary I. Bannerman, National Congress of Parents & Teachers, and Mrs. Harris P. Baldwin, National League of Women Voters. At the session on March 8, a number of other association women took a new tack on the bill, and advocated inclusion of alcohol among the list of "habit-forming drugs". This would mean that under the labeling provisions every bottle of alcoholic beverage must bear, boldly inscribed the words "habit forming".

Walter P. Jacobs, executive manager of the Institute of Medicine Manufacturers, vigorously attacked the Copeland bill. He said it made the Secretary of Agriculture a dictator over the industries involved, and added that forcing disclosures of formulas would ruin the business of many medical manufacturers. He likewise declared it would duplicate the Trade Commission's authority over advertising. Certain provisions he described as unconstitutional. He proposed that the Secretary of Agriculture should report to the Trade Commission all cases of false advertising, rather than handle that function itself. Finally, he urged that the Copeland bill should be offered as an amendment to the Food and Drug Act of 1906, rather than as an entirely new act.

Stand of Publishers

FOR the National Publishers Association, C. C. Parlin, of Philadelphia, supported the basic measure, but pointed out that mooted questions on a number of its provisions have arisen. "We shall be pleased," he said, "if the committee will report out favorably S. 5 either as it now stands or with substitutions from S. 580 (McCarran bill) or H. R. 3972 (Mead bill). We would, however, be unanimously and strongly opposed to the introduction into S. 5 of any of the provisions of the original Tugwell bill, to which we voiced objection at the original hearing on Dec. 8, 1933.

W. J. Schifflin, chairman of the legislative committee of the National Wholesale Drug Association, said his organization would prefer a revised bill at this session in the form of amendments to the existing law, rather than an entirely new measure. He favored Trade Commission jurisdiction over advertising.

On behalf of advertising agencies, John Benson, president of the American Association of Advertising Agencies, said he felt the new legislation is sound, and added that he desired to see a measure that will not handicap or interfere with legitimate business and advertising. Through conferences with Senator Copeland, he asserted that the advertising provisions had been clarified, but he advocated a slight change in the definition of false advertising, by substituting the word "supported" for "sustained", with the phrase to read "supported by medical opinion."

AFA Opposition

"I DESIRE to place on record the Advertising Federation of America as urging passage of S-5, as revised either with or without some of the additional constructive amendments suggested by others," said A. T. Falk, research director of the Advertising Federation of America, in supporting the measure.

As was the case last year, the opening day's hearings were enlivened when Arthur Kallett, secretary of Consumers' Research Inc., took the stand. His testimony was cut short by Chairman Clark, after Kallett had attempted to mention in a disparaging way, the medical radio talks of Senator Copeland. Senator Clark said he would not permit witnesses to indulge in personalities, but the witness persisted. It was then that the chairman told the witness that he would have him ejected from the room if he did not conduct himself in orderly fashion. "All right," said Kallett, "if you want to act like an American prototype of Hitler and leave thousands of Americans in jeopardy. I want the record to show that I haven't been able to make my whole statement."

The young co-author of "100,000,000 Guinea Pigs" had objected to the Copeland bill as one that did not protect the consumer. He went into a detailed summary of what he described as fraudulent advertising of dangerous products, declaring he did not expect Congress to pay any attention to his testimony. He asked that the Public Health Service, rather than the Department of Agriculture, be given jurisdiction and that the measure be made more stringent.

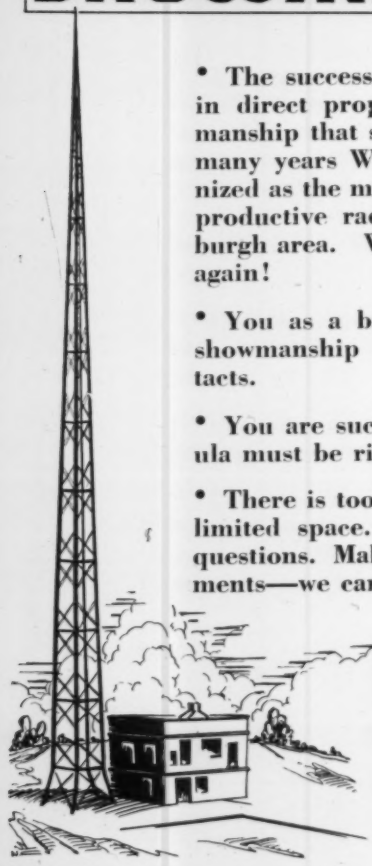
Called Objectionable

THE COPELAND bill was described as "more objectionable than its predecessors" by Clinton Robb, counsel for the United Medicine Manufacturers Association. He said it would give the Secretary of Agriculture dictatorial powers, and prohibit the right of self-medication, thereby making possible "confiscation of a great industry." He advocated Federal Trade Commission, rather than Agriculture control over advertising.

On behalf of the Associated Manufacturers of Toilet Articles, Hugo Mock, attorney, said he felt there is no need for inclusion of cosmetics in the proposed legislation. He objected to certain of the provisions, including labelling and factory inspections, but, unlike most of the other manufacturers, supported the provision of placing advertising control in the Department of Agriculture. He favored clarification of the advertising definition.

Opening the session March 8, Chairman Davis of the Trade Commission declared that the Copeland bill infringes upon the jurisdiction of his organization. About 70 per

SHOWMANSHIP



• The success of a radio station is in direct proportion to the showmanship that station displays. For many years WCAE has been recognized as the most popular and most productive radio buy in the Pittsburgh area. Why?—Showmanship again!

• You as a business man, display showmanship in your daily contacts.

• You are successful, so the formula must be right!

• There is too much to say in such limited space. Write to us. Ask questions. Make us prove our statements—we can and will!

WCAE
PITTSBURGH, PENNA.
1220 KILO. 1000 WATTS
BASIC RED NETWORK

cent of the cases coming before it, he asserted, deal with forms of advertising, and of these 20% deal with advertising involving foods, drugs and cosmetics. He reviewed the manner in which the Commission handles advertising cases, settling the bulk of them by stipulations and without court action or complaints. After Senator Copeland stated that he agreed the Commission had rendered a great public service on unfair practices, but was not equipped to handle the health features of advertising, Judge Davis asserted that as he interpreted the bill, it does not take away from his organization any of its jurisdiction over false and misleading advertising, but provides a duplication of effort.

Changes Proposed

THE BILL, he added, would have to be amended to eliminate this. The courts already have held that false advertising is unfair competition and unfair trade practice, whether the commodity be a food, drug or a piece of furniture. He declared that the Commission in the past has called upon the Food & Drug Administration, Public Health Service and Bureau of Standards to perform the laboratory work in connection with foods, drugs and cosmetics, while it undertakes the regulatory phases as specified in the Federal Trade Commission Act.

"I believe the Trade Commission is infinitely better equipped to make the field investigations," he said. "It has trained lawyers who make the investigations. The Copeland bill would deprive us of the enforcement simply because we don't have the laboratory facilities." He said that the Commission could just as well establish the laboratory facilities, but that it would be much more economical and efficient simply to amend the existing Trade Commission act and Food & Drugs law to give his organization the necessary added authority and allow it to delegate the scientific undertakings to organizations already established.

"Congress," said Judge Davis, "could leave advertising out of the Copeland bill altogether and give the Food & Drug Administration the right to seize and destroy and stop the sale of improper and harmful products. With that function," he continued, "there would be no occasion for the Department of Agriculture to exercise any jurisdiction over advertising."

Other Amendments

FOR THE Proprietary Association, James F. Hoge, its general counsel, first made clear that his organization favored the Mead bill (which he was instrumental in writing) now pending in the House. Nevertheless, he offered a long series of amendments to S. 5, and after speaking for some 40 minutes, was asked by Chairman Clark to insert the balance of his statement in the record. He said he supported the Mead bill because it amends rather than repeals the present law, and would keep intact the precedent established in food, drug and cosmetic litigation. As to the definition of advertising, he suggested that the word "supported" he substituted for "sustained", as did Mr. Benson. Like many of the preceding witnesses, he also advocated retention of advertising control in the Trade Commission.

Another effort to attack Senator Copeland, made by Ben Marsh, representing the People's Lobby, was nipped by Chairman Bennett. Calling the bill a "swindle and a farce", Mr. Marsh alleged that it did not protect the public. He attempted to mention the Copeland testimonials, but was stopped in his tracks by Senator Clark. Then, he remarked, he would give the "dope to Huey Long" and predicted a situation would develop that would "out-Farley Farley".

The Copeland bill, insofar as its advertising provisions are concerned, was viewed as unnecessary by Elisha Hanson, general counsel for the American Newspaper Publishers Association. There is ample law on the books today to prevent false and fraudulent advertising, he asserted. The postal laws, denying the use of the mails to improper advertising, and the jurisdicture of the Trade Commission over unfair methods of competition in advertising, he maintained, are adequate.

Ample Laws on Books

"THERE already are ample laws to take care of any offense which relates to advertising," he said. "The Federal Trade Commission Act makes false advertising, injurious to a competitor, illegal, and the Commission is empowered under the act creating it to prevent the dissemination of such false and fraudulent advertising. Insofar as the general public is concerned, Section 2350 of the postal statutes makes false advertising illegal, and subjects the person who is guilty of devising the scheme to defraud or to obtain money by means of false or fraudulent representations, to a fine of not more than $1,000, or imprisonment of not more than five years, or both. * * *

"If the Secretary of Agriculture has cause to believe that an advertisement which has been published in a newspaper is false or fraudulent, insofar as its representations of the value of a food, drug or cosmetic are concerned, he can start his proceedings in the courts under the postal statutes, he can subpoena the publisher of the newspaper or the distributor of the advertising, or the owner of the radio broadcasting station which has disseminated the information, and compel the giving up of any information which this paragraph requires without any difficulty."

Discussing the Copeland bill provisions, Mr. Hanson said in his opinion the definition of advertising is "too loose". The purpose of an advertisement, he said, is merely an effort to create interest in the thing advertised. It may promote a demand for the product or the idea, but it does not directly, as a result, result in a sale. "Therefore," he continued, "while I dislike to suggest the substitution of a definition of my own for that of someone else, I submit the following definition:

"'The term advertisement includes representations of fact or opinion disseminated to the public in any manner, or by any means for the purpose of creating an interest in or a demand for food, drugs or cosmetics.'" He suggested a number of other changes affecting advertising provisions.

Among those who testified at the closing hearing on March 9 in support of the measure as drafted were Erwin Funk, member of the legislative committee of the National Editorial Association, an organization of small daily and weekly newspapers, and Dr. W. G. Campbell, chief of the Food and Drug Administration. Both urged speedy endorsement of the measure. Following the hearings Senator Copeland indicated that the full committee might consider the measure within a week or 10 days.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

UP! Goes Business

—in Asheville and Western North Carolina during spring and summer. Concentrate your sales efforts here. Begin NOW! WWNC affords the only blanket Radio coverage in this market!

Full time NBC Affiliate

1,000 Watts 570 Kilocycles

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

Some FIREWORKS! ....and a *Report*...

. . . The Southwest, where business has boomed above the national average for many months, touches off more firecrackers as Texas starts spending millions on its coming 1936 Centennial Exposition.

. . . Booming? YES! . . . During the month of February, SBS added *one-and-three-quarter hours* of night-time network commercial programs. Some *report* for a regional!

. . . Too . . . SBS carries six full evenings of programs, weekly, supplementing CBS on eight of its thirteen stations, *ripening* programs for sponsorship.

. . . Here's a tailor-made network doing a tailor-made job. Sell the Southwest from start to finish with SBS!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

GREIG, BLAIR & SPIGHT, Inc., National Representatives

NEW YORK CHICAGO DETROIT
SAN FRANCISCO LOS ANGELES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KOIN, Portland, Ore.

Union Pacific Stages, Omaha, weekly *sp*, thru Ernest Bader & Co., Omaha.
Richfield Oil Co. of California, Los Angeles, 5 weekly *t*, thru H. C. Bernsten Agency, Los Angeles.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Moon Glow Cosmetic Co. Ltd., Hollywood, Cal. (nail polish), 3 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.
Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly *t*, thru Jimm Daugherty Inc., St. Louis.
American Maize Products Co., New York (Amaizo), 12 weekly *sa*, thru Geare-Marston Inc., N. Y.
Carter Medicine Co., New York (liver pills), 3 weekly *t*, thru H. H. Good Adv. Co., N. Y.
Selby Shoe Co., Portsmouth, O. (arch preserver shoes), weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Nourishine Mfg. Co., Los Angeles (hair restorer), 2 weekly *t*, thru Hughes & Morton, Los Angeles.
Currier's Tablets Inc., Los Angeles (proprietary), 3 weekly *sa*, thru Hixson-O'Donnell Inc., Los Angeles.
Horlick's Malted Milk Corp., Racine, Wis., 5 weekly *t*, thru Lord & Thomas, Chicago.
Pennzoil Co., Los Angeles (gasoline, oil), 12 weekly *sa*, thru Mayers Co., Los Angeles.
Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WGN, Chicago

Kellogg Co., Battle Creek, Mich. (corn flakes), 5 weekly, *sp*, renewal thru N. W. Ayer & Son Inc., Philadelphia.
Rival Packing Co., Chicago (dog food), 13 *sp*, thru Charles Silver & Co., Chicago.
Fels & Co., Philadelphia (Fels Naptha soap), 117 *sp*, thru Young & Rubicam Inc., N. Y.
Kaempfer's, Chicago (Big Kernel bird seed), 26 *sp*, thru C. Wendel Muench & Co., Chicago.
John Puhl Products Co., Chicago (bluing and ammonia), 156 *t*, thru Charles Silver & Co., Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 39 *sp*, thru Wade Advertising Co., Chicago.

WCLO, Janesville, Wis.

Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary) daily *sa*, thru Barrons Adv. Co. Inc., Kansas City.
DeJay Stores, New York (wearing apparel), 3 weekly *sp*, direct.
Wisconsin Power & Light Co., Madison, 5 weekly *sp*, thru Klau-Van Peterson-Dunlap Associates Inc., Milwaukee.
Gamble Stores, Minneapolis, weekly *t*, direct.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru H. H. Good Adv. Co., N. Y.

WJZ, New York

Simon Ackerman Clothes Inc., New York, weekly *sp*, thru Hirschon-Garfield Inc., N. Y.
S. Gumpert Co. Inc., Brooklyn (dessert), weekly *sp*, thru Rose Martin Inc., N. Y.

WJZ, New York

Ralph Hancock, New York (Gardens of the Nation), weekly *sp*, direct.

KFI, Los Angeles

Fruit Industries Ltd., Los Angeles (Guasti wine), 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.
Continental Baking Co., Los Angeles (Wonder bread), 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Kolynos Co., New Haven (toothpaste), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Sears-Roebuck & Co., Los Angeles (brassieres), *sp*, thru Dana Jones Co., Los Angeles.
Welch Grape Juice Co., Westfield, N. Y., 3 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KHJ, Los Angeles

Sussman, Wormser & Co., San Francisco (S & W coffee), 2 weekly *sp*, thru W. Vincent Leahy Adv. Agency, San Francisco.
John F. Roberts & Associates, Los Angeles (Liv-A-Tone), weekly *sp*, thru Dake-Johanet Adv. Agency, Los Angeles.

WSPD, Toledo

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 6 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
California Perfume Co., New York, 2 weekly *sp*, thru Luckey Bowman Inc., N. Y.
Sterling Drug Co., Des Moines (toothpaste), weekly *sp*, thru Heath-Seehoff Inc., Chicago.
Continental Baking Co., New York (Wonder bread), 10 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WBAL, Baltimore

California Perfume Co., New York (Ambrosia cosmetics), 30 *t*, thru Luckey-Bowman Inc., N. Y.
Sterling Drug Co., Des Moines (toothpaste), 2 weekly *t*, thru Heath-Seehof Inc., Chicago.
International Magazine Co. Inc., New York (Cosmopolitan), *t*, direct.
United Fruit Co., New York (bananas), 13 *sp*, direct.
Gardner Nursery Co., Osage, Ia. (seeds), 2 *sp*, direct.

THE FREQUENCY'S THE THING—Coincident with the dedication on Jan. 9 of WHIO, the Dayton Daily News, affiliated with the station, published a special 16-page section devoted to the new broadcasting outlet. To popularize the frequency upon which WHIO operates, the cartoon shown above was published with the caption "It's '1260' Day in Dayton Today".

WLS, Chicago

Ball Bros., Muncie, Ind. (glass jars), 4 *sa*, thru Applegate Adv. Agency, Muncie.
Northwestern Yeast Co., Chicago (Yeast Foam tablets), 39 *sp*, thru Hays MacFarland & Co., Chicago.
Goodrich-Gamble Co., St. Paul (Hoff's linament), 3 weekly *sa*, thru McCord Co., Minneapolis.
Standard Chemical Mfg. Co., Omaha (Egg-o-Day mash), 12 *sa*, thru Buchanan-Thomas Advertising Co., Omaha.
Horse and Mule Association of America, Dallas, Tex., 12 *sa*, thru Carpenter-Rogers Co., Dallas.
Murphy Products Co., Burlington, Wis. (home products), 9 *sp*, thru Wade Adv. Agency, Chicago.
Duffy-Mott Co. Inc., New York (Sunsweet prune juice), 39 *sa*, thru Long Adv. Service, San Jose, Calif.
Mantho-Kreamo Co., Clinton, Ill. (M-K Cold remedy), 6 weekly *sa*, thru Wade Adv. Agency, Chicago.

WOR, Newark

B. Fischer & Co., New York (Astor coffee), 3 weekly *sp*, thru Tracy-Locke-Dawson, N. Y.
Justin-Haynes Inc., New York (Aspirub), 2 weekly *sp*, thru Thomas H. Reese & Co. Inc., N. Y.
Wipe-on Corp., Brooklyn (lacquer), 3 weekly *sp*, thru E. M. Freystadt Associates Inc., N. Y.
Borden Sales Co. Inc., New York (Horton's ice cream), weekly *sp*, thru Young & Rubicam, N. Y.
B. Fischer & Co. Inc., New York (coffee, tea, spices), 3 weekly *sp*, thru Tracy-Locke-Dawson Inc., N. Y.

WBBM, Chicago

Taylor Washing Machine Co., Chicago, 300 *t*, thru Auspitz & Lee, Chicago.
Princess Pat Ltd., Chicago (toiletries), 3 weekly *sp*, thru McJunkin Adv. Co., Chicago.
National Tea Co., Chicago (food stores), 78 *sp*, thru Beaumont & Hohman Inc., Chicago.
Armand Co., Des Moines (cosmetics), 26 *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bowey's Inc., Chicago (Dari-Rich chocolate milk), 26 *sp*, thru Russell C. Comer Adv. Co., Chicago.

WMCA, New York

Torgsin, New York (service to Soviet Russia), weekly *sp*, thru Advertisers Broadcasting Co., N. Y.
United Remedies Inc., Chicago (proprietary), 4 weekly *t*, thru Bess & Schillin, N. Y.
Duffy-Mott Co. Inc., New York (Sunsweet prune juice), weekly *sp*, thru Grady & Wagner, N. Y.

WCAE, Pittsburgh

W. S. Scull Co., Camden, N. J. (Bosco food drink), 3 weekly *sa*, thru Kenyon & Eckhardt Inc., N. Y.
Washington State Apple Co., Seattle, 100 *sa*, thru Izzard Co., Seattle.
Pennsylvania Automobile Ass'n, Philadelphia, 7 weekly *sp*, direct.

WOAI, San Antonio

A-C Spark Plug Co., Flint, Mich., 2 weekly *t*, thru D. P. Brother & Associates, Detroit.
Bunte Bros., Chicago (Tango bars candy), 4 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment), 3 weekly *sa*, thru Wade Adv. Agency, Chicago.

WMBH, Joplin, Mo.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru H. H. Good Adv. Co., N. Y.
Central Shoe Co., St. Louis (Robin Hood shoes), weekly *t*, thru Jimm Daugherty Inc., St. Louis.

WEAF, New York

Simon Ackerman Clothes Inc., New York, 2 weekly *sp*, thru Hirschon-Garfield Inc., N. Y.

NETWORK ACCOUNTS

SHELL-EASTERN PETROLEUM PRODUCTS Inc., New York; SHELL OIL Co., San Francisco; SHELL PETROLEUM Corp., St. Louis, on April 6 start Al Jolson in variety show on 45 NBC-WEAF stations, Saturdays, 9:30-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

P. LORILLARD & Co., New York (Briggs pipe tobacco, Muriel cigars), on April 6 starts *Briggs Sport Review of the Air* on 35 NBC-WEAF stations, Saturdays, 7:45-8 p. m. Agency: Lennen & Mitchell Inc. N. Y.

NATIONAL MODES Inc., New York (Carolyn fashions), on March 12 staged one-time program on 19 CBS stations, 3:30-4 p. m. Agency: Grey Adv. Service Inc., N. Y.

CRYSTAL Corp., New York (Outdoor Girl cosmetics), on April 6 renews *Outdoor Girl Beauty Parade* on 17 CBS stations, Saturdays, 7:30-8 p. m. Agency: United Adv. Agency Inc., N. Y.

SOCONY-VACUUM OIL Co. Inc., New York, on March 2 renewed *Soconyland Sketches* on 12 CBS stations, Saturdays, 7-7:30 p.m. Agency: J. Stirling Getchell Inc., N. Y.

WAITT & BOND, Newark (Blackstone Yankee cigars) on Feb. 18 started in news service on 9 Yankee stations, daily, 6 p. m. Agency: Batten, Barton, Durstine & Osborn, Inc., N. Y.

E. I. du PONT de NEMOURS & Co., Wilmington, Del. (paints), on April 1 starts in news service on 9 Yankee stations, Mondays, Wednesdays, Thursdays, Fridays, 6 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

FORD MOTOR Co., Detroit on April 7 renews *Ford Symphony Orchestra* on 90 CBS stations, Sundays, 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

JOHN MORREL & Co., Ottumwa, Ia. (Red Heart dog food) on March 31 renews *Bob Becker's Fireside Chats* on 16 NBC-WJZ stations, Sundays, 2:15-2:30 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

MOLLE Co., Bedford, O. (shaving cream) on Feb. 7 renewed *Molle Merry Minstrels* on 15 NBC-WEAF stations, Thursdays, 7:30-8 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

MODERN FOOD PROCESS Co., Philadelphia (Thrive dog food), on March 11 renewed *Dog Stories* on 3 NBC-WJZ stations, Mondays, 4:15-4:30 p. m. Agency: Clements Co., Philadelphia.

WRIGLEY PHARMACEUTICAL Co., Atlantic City (Spearmint toothpaste) on March 10 renewed *Harry Reser and Orchestra* on 19 NBC-WEAF stations, Sundays, 4:30-4:45 p. m. Agency: Jerome B. Gray & Co., Philadelphia.

AMERICAN RADIATOR Co., New York (heating equipment), on March 17 renews *Fireside Recitals* on 19 NBC-WEAF stations, Sundays, 7:30-7:45 p. m. Agency: Blaker Adv. Agency, N. Y.

GENERAL MILLS Inc., Minneapolis (flour) on April 7 renews *Sperry Sunday Special*, with Colonel Rod on 6 NBC-KPO stations, Sundays, 1:30-2 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

AMERICAN OIL Co., Baltimore, on March 10 started in news service on 9 Yankee stations, daily, 6 p. m. Agency: Jos. Katz Co., Baltimore.

OMEGA CHEMICAL Co., Brooklyn (Omega oil, proprietary), on Feb. 25 renewed in news service on 9 Yankee stations, Mondays thru Fridays. Agency: Husband & Thomas Inc., N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paint), on March 5 renewed *Merry-Go-Round* on 6 Yankee stations, Tuesdays & Thursdays, 7:30-7:45 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

PENN TOBACCO Co., Wilkes-Barre (Kentucky Club tobacco, Kentucky Winner cigarettes) on April 17 starts Boston major league baseball games, daily except Sunday, on 10 Yankee stations. Agency: Ruthrauff & Ryan Inc., N. Y.

STRASSKA LABORATORIES Inc., Los Angeles (toothpaste) on April 5 starts *Million Dollar Smiles* on CBS-Don Lee network plus KSL, Fridays, 7:30-7:45 p. m. Agency: Hillman-Shane Adv. Agency, Los Angeles.

S. S. S. Co., Atlanta (tonic), on March 8 started *The Music Box* on 4 Mutual stations, Fridays, 8:30-9 p. m. Agency: Johnson-Dallis Co., Atlanta.

SPERRY FLOUR Co., San Francisco (cereal) on April 7 renews Sperry Sunday Special on 6 NBC-KPO stations, Sundays, 1:30-2 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

Shell Features Jolson

IN THEIR first joint sponsorship of a nationwide radio program, Shell-Eastern Petroleum Products Inc., New York, Shell Oil Co., San Francisco, and Shell Petroleum Corp., St. Louis, will take to the air April 6 with a one-hour variety show with Al Jolson as master of ceremonies. Guest stars will be presented each program. The orchestra and assisting talent have not yet been selected. The Shell companies refute two of "radio's oldest taboos", according to J. Walter Thompson Co., the agency, in selecting summer months and in adopting a Saturday night period.

Dodge 'Secret Service' Charms Youngsters and Boosts Sales of Autos

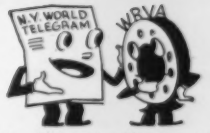
A COOPERATIVE broadcast started during the holidays for Pacific Coast Dodge motor car dealers, through the Los Angeles office of Ruthrauff & Ryan Inc., has achieved unusual success with the Dodge Secret Service (D.S.S.) program three afternoon quarter hours weekly to stations of the Don Lee-CBS network, originating at KHJ, Los Angeles.

To launch the series a small advertisement was carried in cities where the stations handling the program are located. Youngsters go to individual dealers for application blanks and are given an operator's license for the D. S. S. When they bring in five more operators they are given a bronze lieutenant's badge.

Each program is a secret service drama with elaborate sound effects, and at the conclusion of each broadcast a "teaser" for the next episode is given. The 468 dealers in California, Washington, Oregon, Wyoming, Nevada, Montana, Utah and Arizona have reported increased actual sales through the prospect list of parents furnished through the network programs.

UNDER the direction of Frank Mullen, who recently became public relations chief of RCA after serving for many years as agricultural director of NBC, the RCA parent company on March 1 issued its first monthly house organ, *RCA Family Circle*.

WRVA



The World-Telly "tells all"!

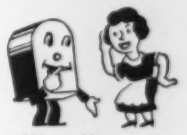
The New York World-Telegram's radio-preference poll sets 'em up in OUR alley . . . disclosing why WRVA's audience is th-a-at large: we just give 'em the most of the best programs! WRVA carried 13 of the 20 picked best programs--including the three lead-offs named first: Jack Benny, Fred Allen, and the Vallee!

9 out of 17 "firsts" on 'RVA

In nine of the seventeen different classifications included in the poll, the most popular features--first choice by votes, are WRVA features! F'rinstance: Best programs--Jack Benny's; best comedian--Jack Benny; most popular songstress--Jane Froman; best dance orchestra--Guy Lombardo; best musical program--Warings Pennsylvanians; best drama feature--Lux Drama Hour; most popular actress--Mary Pickford; household feature---Ida Bailey Allen; studio announcer--Wallington!

A perfect double 36 figure!

72 of all the most popular features are on WRVA--more than a third--nearly a half --of 'em! And not only does WRVA carry 13 of the seventeen first choice programs,but also; 7 of 14 of the comedian class; 7 of 15 in the Popular Songstress group; 7 of 16 in the Dance Orchestra; 8 of 13 in the Musical Programs; 3 of 6 in the Drama Group; 3 of 5 in the Household features; and 5 of 8 Announcers!



Another "Best"!

The World-Telly did not survey local shows or it would certainly selected "Secrets", WRVA's morning participation program; designed especially for women. This program makes radio dollars do double duty because it gives you a lot for a little. Wire or write for full information!

Represented by Paul H. Raymer Co.
New York Chicago San Francisco

"DOWN WHERE THE SOUTH BEGINS"
WRVA
VIRGINIA
5,000 WATTS
RICHMOND, VA.

★ RADIOLETS ★

(One Minute Dramatizations)

●

They fit the Smallest Budget.

They Produce Results.

Tell your story in little short dramas—built especially for your product, and in *any* language.

They are compelling and economical.

We record in our Own Studios.
We Clear Station Time.
We work through and in cooperation with Advertising Agencies.

Let us make a sample recording
NO COST TO YOU
Be your own judge

BAI nc
Broadcasting Abroad Inc
29 West 57th Street New York
Telephone: ELDORADO 5 0780

AGENCIES AND REPRESENTATIVES

HENRY T. EWALD, president of Campbell-Ewald Co., Detroit agency, arrived in Los Angeles the middle of March on a coast business trip. His agency handles automobile accounts including that of Don Lee, Inc., Cadillac and La Salle California distributors.

N. PORTER (NATE) CALDWELL, formerly radio director of Hays MacFarland & Co. and Ruthrauff & Ryan Inc., Chicago, is now affiliated with Tower Advertising Service, a newly organized advertising agency specializing in local advertising for automobile dealers. Offices have been opened in the Strauss Bldg., Chicago.

EDWARD ALESHIRE, formerly with Blackett-Sample-Hummert Inc., and Lord & Thomas, and more recently vice-president of the old ABS, has been named radio director of H. W. Kastor & Sons Adv. Co. Inc., Chicago.

ERNEST E. CHAPPELL, formerly director of the radio division of NBC Artists Service has joined Donahue & Coe Inc., N. Y.

FREE & SLEININGER Inc., Chicago, has been named national representative for WPTF, Raleigh, N. C.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
Hollywood, Calif.

WILLIAM G. RAMBEAU Co., Chicago station representatives, have opened a Pacific Coast office in the Russ bldg., San Francisco, with Douglas A. Nowell in charge. The office will serve MBS, Michigan Network and WOR, Newark, WXYZ, Detroit, and WOOD-WASH, Grand Rapids, Mich.

C. M. STROM has resigned from the staff of A. T. Sears & Sons, Inc., station representatives, to join the sales staff of *Billboard* magazine. He formerly was with *Home Circle Magazine* and with the Nelson Chesman Adv. Agency.

J. H. McKEE, radio head of Cecil, Warwick & Cecil Inc., New York, is in Hollywood during March in connection with the programs of William R. Warner & Co., New York (Vince) and Vick Chemical Co., Greensboro, N. C. (Vicks).

FRANCIS W. GERHART, formerly with N. W. Ayer & Son Inc., has joined the radio department of the Blackman Co., New York.

H. C. VOGEL Co., Milwaukee, has been organized by Hugo C. Vogel, former vice president of Freeze-Vogel-Crawford Inc., Milwaukee, which has been liquidated.

D'EVELYN & WADSWORTH Inc., San Francisco advertising agency, has effected an affiliation with the Ferry-Hanly Advertising Co., maintaining offices in New York, Chicago and Kansas City.

EDWARD HOWARD Agency, Cleveland, has been changed to Howard & Gymer, with Mr. Howard and Frederick E. Gymer as principals.

GORDON BAMBERGER of the radio department of Blackett-Sample-Hummert Inc., Chicago, is conducting a course in radio advertising recently added to the curriculum of Central Y. M. C. A. College, Chicago.

An INTERESTED AUDIENCE Is A PRODUCTIVE AUDIENCE★★★

CKLW PRESENTS
THE MOST BRILLIANT PARADE OF STARS ON THE AIR

Day and night — night and day — an endless parade of STARS of the stage, screen and radio —are brought to CKLW listeners. Listeners— not by accident—but because they're *interested!* No wonder time on CKLW is so very productive!

CKLW, Member Columbia Basic Network. 5,000 Watts Windsor Studios: Guaranty Trust Bldg. Detroit Offices: Union Guardian Bldg.

RADIO ADVERTISERS

CYRIL G. FOX, advertising manager of Fels & Co., Philadelphia (Fels Naptha soap) is to make a trip to Los Angeles late in March in connection with West Coast programs placed through Young & Rubicam, N. Y.

STRASSKA LABORATORIES, Los Angeles (toothpaste) has placed its radio account with Hillman-Shane Adv. Agency Inc., Los Angeles. Hixson-O'Donnell Inc., Los Angeles, will continue to handle other media. The sponsor will start a new program March 22 with orchestra and impersonations of famous people on the Don Lee-CBS network.

GEORGE W. LUFT Co. Inc., Long Island City, N. Y. (Tangee cosmetics), is placing dramatized disc announcements on XEW, Mexico City; CMAF, Havana and WEAQ, San Juan, Puerto Rico, thru Broadcasting Abroad, Inc. The orders consist of three daily announcements for 13 weeks.

RADBID OIL Co. Inc., Philadelphia (Penn-Rad motor oil, Renuzit cleaner) has named Al Paul Lefton Co., Philadelphia, to handle Penn-Rad, and John Falkner Arndt & Co., Philadelphia, for Renuzit.

RELIANCE MFG. Co., Chicago (Big Yank shirts), has placed its account with Mitchell-Faust Adv. Co., Chicago.

EMERSON DRUG Co., Baltimore (Bromo Seltzer) has appointed J. Walter Thompson Co., New York, to handle its advertising, effective March 31.

PENNSYLVANIA REFINING Co., Butler, Pa., (Pen-Drake, Penreco) has placed its account with Paris & Peart, N. Y.

AUSTIN, NICHOLS & Co., Brooklyn (Long John whiskey) has placed its advertising with Charles M. Storm Co., N. Y.

ETNA CHEMICAL Co., New York (Johnson's Anodyne) is advertising through Kelly, Nason & Roosevelt Inc., N. Y.

ALLIED MILLS Inc., Chicago (O-Brand, Kreemex flour) has placed its account with Louis E. Wade Agency, Ft. Wayne, Ind.

ZERBST PHARMACAL Co., St. Joseph, Mo. (grippe capsules) is advertising through Ruthrauff & Ryan Inc., Chicago.

NORTHWEST AIRWAYS Inc., St. Paul, now is advertising through Batten, Barton, Durstine & Osborn Inc., Minneapolis.

WHITE KING SOAP Co., Los Angeles, is advertising thru Barnes-Chase Co., Los Angeles.

KNOX GELATINE Co., Jamestown, N. Y. (Knox sparkling gelatine), has placed its medical advertising with Murray Breese Associates, N. Y.

Charles Daniel Frey Co. Names Klein Radio Head

HENRY C. KLEIN, formerly of the radio department of J. Walter Thompson Co., Chicago, and for the last two years CBS western division continuity chief, has joined the Charles Daniel Frey Co. as director of radio. Among programs he has produced are *Roses and Drums, Paul Whiteman's Musical Hall, Jolly Bill and Jane, The Northerners, Uncle Ezra, Angelo Patri* and the *Lone Wolf Tribe.* At the same time Charles Daniel Frey Co. announced the appointment of L. F. (Larry) Triggs, for seven years director of radio for the company, as director of the copy department. He was formerly a copy editor on the *Chicago Tribune* and instructor in English at the University of Illinois.

Programming Idea Of Women's Group

Suggestions Are Offered for Improvement of Broadcasts

ALTHOUGH agreeing in general with suggestions made by Roy S. Durstine, vice president and general manager of Batten, Barton, Durstine & Osborn Inc., for the improvement of radio programs (see BROADCASTING Jan. 15), the Women's National Radio Committee offers several more ideas on the subject.

The committee includes educational, patriotic, civic, religious, social, philanthropic, business, professional and cultural groups and aims to serve as a link between the radio industry and organized womanhood. It desires to encourage "the better things that radio is doing without losing sight of the fact that there is room for improvement, and much that is shoddy and inferior is still broadcast".

Ideas advanced by the committee, in addition to those offered by Mr. Durstine, according to Luella S. Laudin, executive secretary, are:

Do not appeal to children, over the heads of their parents, in commercials. Intelligent parents resent this.

Let the broadcasting companies really make use of NAB as a clearing house, and work out some arrangement whereby the same types of programs are not on all the networks at the same hour.

Let all advertising agencies, through their central association, agree to observe a code of ethics so far as advertising of food and drug products is concerned. In an attempt to find new "bear oil" for promoting products which have heretofore enjoyed a good reputation solely on their merits, the agencies are going to ridiculous extremes. It is becoming a race to see what additional, ridiculous claims may be discovered for well-known articles. The result in many instances is that the bewildered public turns to some reputable toothpaste which does not claim to do anything but clean teeth satisfactorily — or a cosmetic which does not promise ravishing beauty and eternal youth to every woman.

Keep comedy clean. The success of Jack Benny and Fred Allen are proof of the fact that suggestive songs and stories are unnecessary.

Make every radio station in the country directly responsible for the programs it broadcasts — commercial as well as sustaining. It is not the sustaining hours which offend — it is the commercials. This is not censorship. It may be compared with the restrictions which reputable magazines impose in accepting advertising. There is no better way of serving the public interest, convenience and necessity.

Spark Plug Series

A. C. SPARK PLUG Co., Detroit, formerly a network advertiser, on April 1 will start a series of twice weekly dramatized transcription announcements on 10 stations, with more to be added. Stations thus far selected are WOR, Newark; WFLA, Clearwater, Fla.; WJAX, Jacksonville; WRVA, Richmond; WEBC, Duluth; WSYR, Syracuse; WOWO, Ft. Wayne, Ind.; WCSH, Portland, Me.; WMC, Memphis, and CFCT, Victoria, B. C. The discs were produced by WBS and account is handled by D. P. Brother & Co., Detroit agency.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

American Stores Co., Philadelphia (chain grocers)
Armour & Co., Chicago (meats)
Bulova Watch Co., New York
Carey Salt Co., Hutchinson, Kan. (smoke salt)
Chocolate Products Co., Chicago (chocolate drink)
M. C. Clein & Co., Atlanta (Mentho Mulsion)
Deep Rock Oil Corp., Milwaukee (gasoline & motor oil)
Emerson Drug Co., Baltimore (Bromo Seltzer)
Garry & Co., New York (Styleset hair lotion)
Horlick's Malted Milk Co., Racine, Wis.
Independent Milwaukee Brewery, Milwaukee
Kolynos Sales Co., Chicago (toothpaste)
La Gerardine Inc., New York (hair preparations)
MJB Co., San Francisco (coffee)
Olson Rug Co., Chicago
Phillips Packing Co., Cambridge, Md. (canned foods)
Pioneer Maple Products Co., Minneapolis (Bucket syrup)
Piso Co., Warren, Pa. (cough syrup)
PX Products Co., Detroit, PX antiseptic)
Simoniz Co., Chicago (auto polish)
Spool Cotton Co., New York
Standard Oil Co. of Ohio, Cleveland (gasoline & oil)
Star Brewing Co., Vancouver, Wash. (Hop Gold beer)
United Artists Corp., New York (motion pictures)
Vacuum Oil Co., Chicago

KOIN, Portland, Ore., has taken the Sunday Players transcriptions series of Bible stories for six months with Lincoln Memorial Park as sponsor. KSL, Salt Lake City, has taken the series for 52 weeks, with South East Furniture Co., as sponsor. The series is produced by Funeral Foundation Inc., Los Angeles. The concern has just named Joseph A. Hennessey, Chicago, as its Midwestern representative.

CRAZY WATER Co., Mineral Wells, Tex., on March 1 began recording 20 hillbilly discs at the Hollywood studios of Freeman Lang. They will be used on 40 stations, and will be placed by state distributors.

PITTSBURGH PAINT PRODUCTS Co., Milwaukee, is utilizing forty 15-minute programs from the WBS Sustaining Library on behalf of neighborhood druggists, the account being placed on the following stations by N. W. Ayer & Son Inc., Chicago: KOIL, Omaha; KTAR, Phoenix; WHBF, Rock Island; WGN, Chicago; WHO, Des Moines; WREC, Memphis; WDBJ, Roanoke; WHAM, Rochester; WQAM, Miami; WMBR, Jacksonville; WFLA, Clearwater, Fla.; WDBO, Orlando, Fla.

STERLING REMEDY Co., Des Moines, is using the WBS Program Service on staggered schedules on the following stations: WBAL, Baltimore; WAPI, Birmingham; WGR, Buffalo; WHK, Cleveland; WTIC, Hartford; WCSH, Portland, Me.; WLAC, Nashville; WRVA, Richmond. Heath-Seehof, Inc., Chicago, handles the account.

WALKER REMEDY Co., Waterloo, Ia., through Weston-Barnett, Inc., Waterloo, has spotted one-minute WBS transcription announcements on the following stations: WGY, Schenectady; KDKA, Pittsburgh; WBT, Charlotte; WSM, Nashville; WCCO, Minneapolis; WLS, Chicago; WMT, Waterloo; KMOX, St. Louis; WFAA, Dallas; KEX, Portland, Ore.; KOA, Denver; WSB, Atlanta.

ARTHUR E. McDONALD, sales manager of Standard Radio Advertising Co., Hollywood transcription concern, left March 4 on a three-month trip to contact stations. The new recorded library will be released April 1 with some 300 titles available "in bulk" and 20 or more new releases to be ready each month.

A NEW SERIES of weekly news transcriptions, pressed by WBS and offered direct to stations together with three 15-minute news resumes, is being sponsored by *News-Week*, the weekly magazine, with headquarters in the RKO Bldg., New York. Fred Smith, originator of the *March of Time*, writes and directs this *News Magazine of the Air*.

Payments of Royalties To ASCAP in Argentina Are Increased Ten-fold

THAT the American Society of Composers, Authors & Publishers is not confining its royalty-grabbing activities to the United States is shown in a report from Buenos Aires received March 8 stating that on the eve of the expiration of its contract with the Argentina Broadcasting Association, the organization representing ASCAP increased the payments "ten times".

"Two years ago," wrote A. B. Dougall, manager of LR5 Radio Excelsior, at Buenos Aires, "the Argentine Broadcasting Association, of whose directorate body I am a member, signed an agreement with the organization that at that time represented the ASCAP interests in the Argentine Republic, whereby all the stations agreed to pay a fixed remuneration every month for the term of two years. This obligation contracted by the broadcasting stations in the Argentine Republic has been complied with in every detail by all the stations, but on the eve of the expiration of our contract, which comes to an end on the 29th of the present month (February), we have been advised by the new organization that claims to represent ASCAP interests in the Argentine Republic that it has been decided to increase the present quota payable by the broadcasting stations, ten times.

"This new organization, known as 'Argentores', insists that all the broadcasting stations should pay as from the 1st of March, 1935, a quota which is actually ten times as great as that which has been paid up to the present by all the radio stations in the Argentine Republic. Apart from this exorbitant quota, which is far and above the means of the local broadcasting stations, 'Argentores' insists upon other restrictions which seriously handicap the normal working of broadcasting stations in this country."

Keystone Net Officers

ELECTION of Dwight S. Mathis, manager of WRAK, Williamsport, Pa., as president of the Keystone Network Inc., with headquarters in that city, was announced March 6. Paul Hoffer, former director of WKJC, Lancaster, Pa., was elected vice president and Herbert R. Carroll, Williamsport lawyer, secretary. The network plan, it was stated, is to form a state-wide chain of stations, presumably in the local, independent category.

WCAU AIRS FILMS
'Radiofilm' Is Regular Feature In Philadelphia

"RADIOFILM", another program in the experimental series announced by Stan Lee Broza, program director of WCAU, Philadelphia, becomes a regular weekly feature over that station, starting March 15 at 10:45 p. m.

For several months the WCAU engineering department under John G. Leitch, in cooperation with the RCA-Victor Co., and motion picture producers, have been conducting experiments in sound transmission from motion picture film. A large sound projector has been installed in one of the WCAU studios, and the film will be run through this and the output of the projector will be fed into the studio speech input equipment and then sent by telephone lines to the transmitting station.

Present plans are for Powers Gouraud, WCAU dramatic critic, to review the outstanding picture of the week and cuts will be taken direct from the production and presented over the air, thus making possible the reproduction of the dialogue of the picture on the air. This new series will have unlimited possibilities and opens a new field of radio programs which will feature all the leading stars of Hollywood, it is stated.

KPLC are the call letters assigned to the new 100-watt station on 1500 kc at Lake Charles, La., licensed to Calcasieu Broadcasting Co.

WELL, HE SAID HE HEARD US, ANYWAY!

The other day, a radio fan wrote that he had heard us in the Philippines. Well, maybe so . . . But even if he *did*, our advertisers weren't paying for him. No sir!—our rates are based *only* on the 925,717 people who live in our primary daytime coverage area. The scattered millions outside our real market cost you not one penny. That's the "bonus" you get when you use our station . . . N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

There Are 6 "R's" in Broadcast Advertising!

1 RADIUS — WFAA has unsurpassed, thorough coverage of 7 southwestern states, a rich and developing section.

2 RADIOS — WFAA's primary area contains 539,549 radio families that control the purse strings of the Southwest—and *every* accredited survey shows the vast majority tune regularly to WFAA.

3 RECEPTION — Undistorted, clear channel transmission insures perfect radio reception — popularity of programs guarantees interested attention to your advertising message.

4 RELATIONSHIP — WFAA is affiliated with NBC and a member of the Texas Quality Group.

5 RATES — WFAA's cost to advertiser is exceedingly low on cost-per-listener basis.

6 RESULTS — A record of proven response that speaks for itself. Ask WFAA advertisers.

800 K. C. WFAA 50,000 Watts
DALLAS, TEXAS
Represented Nationally By Edw. Petry & Co. Inc.

STUDIO NOTES

J. H. UHALT, president of WDSU, New Orleans, has organized a program board of five staff members to replace the position of program director, on the theory that five heads are better than one. The board meets once a week for discussion of programs and ideas are offered for new programs as well as criticism of current productions. After the meeting, the board listens to auditions for several hours and votes on each. Members are Mr. Uhalt, P. K. Ewing, vice president of WDSU; Fred Castle, in charge of programs; Lionel Ricau, announcer and artist; Jimmy McGowan, office manager.

EIGHT programs which have been features on the schedule of WXYZ, Detroit, were extended to the Mutual Network starting the week of March 11. They are *The Song Shop; The Escorts*, male quartet; *Melody Makers*, orchestra; Rex Battle's orchestra, from Toronto; *The Captivators*, orchestra; *The Aristocrats*, orchestra; *The Three Treys*, harmony trio; Jack Silver's orchestra.

THE FIRST birthday of Yankee Network News Service was observed March 3 with a birthday party in the studios of the network's key station, WNAC, Boston. The service presents its listeners with a broadcast of dramatizations of biggest stories of the year.

INSTALLATION of a new 1000-watt transmitter has been started by WHIS, Bluefield, W. Va. New high-fidelity studio and transmitter equipment is being furnished by J. M. Temple, Pittsburgh radio engineer.

VISITING celebrities are interviewed as fast as they arrive in the city by WFAA, Dallas.

UNIQUE SPEAKER—A clever combination of chandelier and public address speaker, designed by Telefunken, hangs in the cathedral at Regensburg, Germany.

INTEREST is growing in the weekly broadcasts by WHO, Des Moines, from high schools and requests for information about the series have come from many States. The continuity is tied in with the school curricula.

TRAFFIC court broadcasts by WSAI, Cincinnati have been so successful that the station now is broadcasting a series of inquests direct from the coroner's office to bring to public attention the dangers in reckless driving.

PUPILS kept out of Philadelphia schools through illness are given daily instruction in history, geography, nature study, literature, civics and music appreciation in the *School of the Air* over WHAT, Philadelphia.

EVEN QUARTERS for television are available in the new studios of Radio Hall, WHA's headquarters on the campus of the University of Wisconsin. Engineering installation was designed by Glenn Koehler, professer of electrical engineering at the University, with Operators Bell, Connor, Stiehl and Buchanan assisting. The new quarters include three studios, control room, reception room and offices.

SUNDAY PLAYERS, Los Angeles drama group, recently returned to the air with a 5:30 p.m. program Sundays on KFWB, Hollywood. The series of Bible plays is handled through Funeral Foundation, Inc., advertising counsel for morticians, with local sponsorship of seven funeral parlors.

6:30 EXPRESS labels a new early morning daily feature on KNX, Hollywood, under the direction of Bill Lawrence and Stuart Buchanan, former KNX announcers but now free lancing. They also arrange the sponsorship.

A NEW WEEKLY educational feature *Congressional Opinion* has been announced by CBS to start March 17. Programs will originate at WJSV, Washington, and will use the 11-11:15 p. m. period Sundays. Speakers on the first program will be Rep. Maury Maverick (D.) Texas and Rep. Will Rogers (D.) of Oklahoma.

WITH installation of new 250-watt equipment, WHBY, Green Bay, Wisc., on March 25 will celebrate its tenth anniversary. The St. Norbert College station started in 1925 with 50 watts, growing to 100 watts in 1928. It is managed by the Rev. James A. Wagner.

SEVEN stations within the last two months have ordered new Western Electric 5 kw. broadcast transmitters after having received increased power from the FCC, according to an announcement March 13 by Western Electric Co. The stations are KFRC, San Francisco; KHJ, Los Angeles; WSPD, Toledo; WJAS, Pittsburgh; KLZ, Denver; WOW, Omaha, and WTCN, Minneapolis. In addition, it said, KMBC, Kansas City, has arranged for installation of amplifying and control units from the same type of transmitter.

KGMB, Honolulu, started March 1 to rebroadcast several programs weekly from KNX, Hollywood. The arrangement was made upon the recent visit to Hollywood of Webley Edwards, manager of KGMB.

FOR the first time, all four Denver stations—KOA, KLZ, KFEL, KVOD—were combined Feb. 17 for a contest on "What the Tourist Means to Denver" as part of the *Dividends for Denver* program. Staff members from the four stations participated.

WROL, Knoxville, Tenn., has taken over *The Jackson Family*, for several months a daily feature of WLW, Cincinnati, and it is now sponsored by the Southern Coal & Coke Co. Bob Drake and Jimmy write the script and play some 26 parts.

W9XBY, new Kansas City station on 1530 kc., plans to install a four-way directional antenna system to increase the signal strength in the Kansas City area and the four major directions. The station has just purchased a 210B line equalizer from General Communications Laboratories.

WITH installation of new Class B modulation, 5,000 watt transmitter, KOIN, Portland, Ore., and KALE, sister station, have remodeled studios to provide additional space and improved facilities for programs and auditions.

A NEW sustaining program on WGAR, Cleveland, is *The Voice of Public Opinion*, in which a microphone is carried into restaurants, stores and other public places where impromptu interviews on the day's news are staged.

KFWB, Hollywood, on March 4 observed its tenth anniversary with Harry Warner, president of Warner Bros. Pictures Inc., as guest of honor.

CFRB, Toronto, is rebuilding one of its studios so that passing pedestrians on Bloor Street, one of the city's major thoroughfares, will be able to see broadcasts from the street.

Sales of Radio Receivers Set New Record in 1934

RETAIL sales of radio sets soared to a new record in 1934 when 4,696,000 receivers were sold, according to the current issue of *Radio Retailing*. At an average consumer selling price of $45.40 each, 4,084,000 sets were sold for the domestic market, and averaged 6.5 tubes per set.

The total dollar volume of radio products sold at retail was $235,628,000, marking an increase of $23,000,000 over the 1933 figure. Of the receivers, 280,000 were battery-operated and 780,000 for automobiles, a gain of 56,000 over 1933 for the latter. Tube sales in the domestic market, at an average retail price of $1.08, amounted to $59,548,000 for 55,192,000 units, the magazine states, and the total tube sales were 64,882,000 units. The number of automobile radios in use is estimated at 2,000,000. On a basis of 21,505,000 auto registrations, the publication points out, the market saturation is only 9.3%.

WHB Power Doubled!

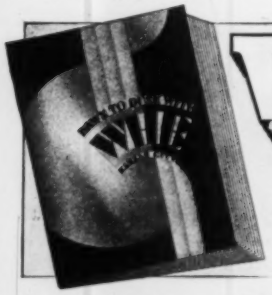
...and on March 1, 1935, this famous pioneer among American radio stations became "High Fidelity"

MORE good news for radio advertisers! The Federal Communications Commission has granted WHB authority to increase its power from 500 to 1000 watts. New Western Electric equipment was installed during February, and on March 1, 1935 WHB began to operate at double its former power.

Already a marvel among American radio stations for its wide coverage and strong signal, WHB became even more efficient March 1—and now delivers to advertisers an even greater, widespread audience.

At the same time, WHB became a "High Fidelity" station—with the latest-type equipment, capable of transmitting any sound in the wide range from 30 to 10,000 cycles. WHB is thus one of the alert American stations on the regular broadcast band to become a "High Fidelity" station. WHB pioneered in 1922—it is pioneering again today!

But WHB believes in delivering its advertisers more than mere quality, kilocycles and watts! Its programs, personality and popularity deliver *results!*



WHB

FACT BOOK • FREE!

64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.

DON DAVIS, President JOHN T. SCHILLING, General Manager

KANSAS CITY'S DOMINANT DAYTIME STATION

Radio Fills Breach In Wisconsin Storm

Aids Both Press Associations And Public Utility Concerns

WHEN a blizzard of unusual proportions demolished telephone, telegraph and power lines at Duluth and Superior, Wis. the night of March 4, radio leaped into the breach and broadcasting stations furnished the only contact with the outside world for 12 hours. All day March 5 WCCO, Minneapolis, relayed Associated Press and United Press reports to the Duluth and Superior newspapers and transmitted emergency messages for power, telephone and telegraph companies.

WEBC, Duluth-Superior, relayed the reports from WCCO, using two transmitters — its new tower in suburban Superior and its auxiliary station downtown. With the permission of John M. Sherman, FCC radio inspector in St. Paul, two-way communication was established with WCCO, including the press association news flashes both to listeners and newspapers, warning to the public against dangling power lines and other emergency reports.

No Network Programs

TELEPHONE lines being down, WEBC for 3½ days was without its regular NBC programs, but it stayed on the air throughout the day and night with its own programs and the relays from WCCO. Engineers of the Minneapolis station built a special aerial atop the Nicollet Hotel to maintain two-way with WEBC.

Twin City newspapers credited WCCO with getting the AP and UP bulletins into Duluth and Superior and the heads of the press associations formally extended their thanks to Earl Gammons, WCCO manager, and Walter Bridges, WEBC manager. The Iron Range district, north of Duluth, likewise depended upon radio coverage for news and warnings to the public and to the local newspapers.

Sponsor Not Named

A PROGRAM, *The Romantic Bachelor*, that has no formal commercial announcements and does not mention the name of its sponsor, was launched March 12 over WGN, Chicago. A quarter-hour program, three mornings weekly, it deals with the housekeeping adventures of a bachelor who tells his audience how he does household chores, what food he buys, how he cooks it and other domestic details of the sort usually broadcast by women. Casually in each program he talks about eggs and the advantages of buying them packed in cartons instead of in bulk, thus serving the interests of the sponsor, the Self-Locking Carton Co., Chicago, maker of egg cartons. The program was developed and is handled by Needham, Louis & Brorby Inc., Chicago, recently placed in charge of the carton company's advertising, and if the broadcasts prove successful in Chicago they will be extended to cover the country.

Sitting Disc

THE HEFT of a portly lady visitor at a recent studio program of WBT, Charlotte, N. C. proved too much for a transcription turntable when she sat on it, so from now on visitors are excluded from the station's sustaining programs. For some time the station had been bothered by the disappointment of visitors who were crowded out of studios. On commercial programs, visitors will be admitted when the sponsor sanctions it.

Senator White Reelected Head of ICR Committee

SENATOR WALLACE WHITE (R.) of Maine was reelected president of the American Section of the International Committee on Radio at the annual meeting held March 4 in Washington. Other officers elected were: Louis Caldwell, vice president; Howard LeRoy, treasurer; Paul Segal, secretary. The executive committee comprises William A. Vallance, State Department, chairman; Dr. J. H. Dellinger, Bureau of Standards; A. L. Ashby, NBC; Henry A. Bellows, NAB; FCC Commissioner Thad H. Brown, and F. P. Guthrie, RCA Communications Inc.

Senator Wheeler, chairman of the Senate Interstate Commerce Committee, in the principal address warned communications companies to increase their serviceability rather than strive for profits. Otherwise, he said, public ownership is in the offing. He reiterated his opposition to any telegraph consolidation. Mr. Caldwell urged the American Section to send to the International Committee's convention next summer in Paris a complete report on broadcasting and radio activities in this country if it could not have a delegate present at the gathering. Dr. Dellinger described the work of the CCIR at the Lisbon parley last year.

INTRODUCING to the public its latherizer and liquid shaving cream, Soap Products Ltd., New York, took to the air March 4 over WJZ and WEAF immediately following the 6:30 p. m. news programs, thrice weekly.

Census of Radio

(*Continued from page 9*)

sentative set of data to show by what amount the accepted estimates of set ownership should be written up, CBS was advised that 50,000 interviews would be necessary. To make assurance doubly sure, 125,000 such calls were made under the direction of Dr. Daniel Starch, properly proportioned in each income level and divided according to time zones. All were made in person, without any telephone interviews or written questionnaires. Only interviews with members of the family were accepted, and not those with servants. The calls were made in 321 communities, of which more than 200 were in the less-than-5,000 population class, while 120 had less than 1,000. The scope of this research into the situation in rural districts is important, since it is in these areas that the extent of set ownership is believed to have been underestimated most seriously.

The percentages of set ownership in proportion to the total number of families in each state, which appear in the last column of the table reproduced herewith, show a national average of 69.4%. The District of Columbia achieves the distinction of going well over 90% and 19 states exceed the national average of 69.4%. Only 11 states appear with less than 50% set ownership.

Another table in the booklet incorporates data gathered by CBS, NBC and the McGraw-Hill Publishing Co. on sales of radio sets in 1934. It shows that the states with the lowest percentages of set ownership last year were the ones with the highest percentages of new set purchases, as distinct from replacement purchases. In other words, the gap between the wealthier and more populous sections of the country and the rural areas is gradually being closed. The payments made by the AAA in agricultural districts, which for the first time are attaining a financial position comparable to that of industrial areas, may be largely responsible for this. Last year was a record one since the 1929 peak of radio sales, 3,304,000 sets having been sold, of which 68.1% were replacements and 31.9% went into new homes. During 1934 there were also 780,000 new automobile radios marketed, bringing the total to 1,800,000—called by CBS a "plus" in radio circulation of special interest to summer broadcasters and a "plus" which in itself rivals the total circulation of many leading magazines.

WAPI

BOOSTS DEPARTMENT STORE SALES!

Advertising value of any radio station . . . large or small . . . is measured by its local popularity. WAPI . . . with cleared channel . . . most powerful station in Alabama . . . attracts loyal, local listeners with a daily parade of the best local talent.

That explains why Birmingham's great department stores prefer WAPI. Every week these institutions sponsor 19 local commercial programs over this station . . . *6 solid hours* of local entertainment! To get radio results in Alabama, you need WAPI!

BASCOM HOPSON, *President*

"THE VOICE OF ALABAMA"
WAPI BROADCASTING CORPORATION
5000 WATTS
N.B.C. NETWORK
BIRMINGHAM ALABAMA

STUBBORN as a MULE

is the fact of KSTP's Dominant Position in the 9th U. S. RETAIL MARKET—as proved by the recent Ernst & Ernst Survey of Listener Preference in the Minneapolis-St. Paul Metropolitan Area.

Thus:	KSTP Listeners	50.1%
	Station B. "	36.5%
	Station C. "	6.0%
	Station D. "	4.5%
	Other Stations	2.9%

Note: 20,408 families answered during the 7 consecutive days of this survey taken between 7 A. M. and 11 P. M.

MINNEAPOLIS kstp ST. PAUL

See a Certified Copy of this Survey at our General Sales Office, Minneapolis, Minn., or with our National Representatives: NEW YORK, Paul H. Raymer Co. CHICAGO, DETROIT, SAN FRANCISCO: Greig, Blair & Spight, Inc.

DOMINATES THE 9th U. S. RETAIL MARKET

H.B. McNaughton Named As Manager of WTBO

HENRY B. McNAUGHTON, assistant manager of WTAM, Cleveland, has resigned that post to assume general management of WTBO, Cumberland, Md., which recently passed from the control of Herbert Lee Blye, of that city, to new interests which purchased control of the Associated Broadcasting Corp., according to announcement March 7 by the station. The new owners will meet later this month, it was stated, to elect officers. New studios and other improved facilities are planned this fall.

Mr. McNaughton has been in radio for 10 years, half of which were spent with NBC. Prior to becoming WTAM assistant manager he was a studio engineer and night traffic manager at NBC in New York. He has served on the production and engineering staffs of WTMJ, Milwaukee, WIBO, Chicago and WHAS, Louisville.

DEAN JOHN T. MADDEN, of New York University's business school, announces that John S. Young, NBC staff announcer and holder of a doctorate from St. Benedict's College, will offer a course in public speaking during the present semester.

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts

Utilizing Radio's "Clock Space"

(Continued from page 11)

thetically inserted. Hence, deficiency in radio copy is more glaring than elsewhere.

No particular person or group is entirely responsible for bad commercial copy. It is an awkward age of broadcasting, and we lack a proper sense of its awkwardness, just as we lacked a proper reaction to the hideous proportions of the Victorian age. Present radio copy originators seem to have too little appreciation of white space, in the sense of proportion of copy to the whole layout. Just as many early publication advertisers calculated that so much space could stand so many words, so today many radio commercials are designed for clock space rather than consumer effect.

Some of the more objectionable aspects of commercial programs seem to me so easy of correction as to inspire wonder why nothing is done about it. No advertiser would think of going into a friend's living room and shouting over and over again that "Uncle Henry's corn cure restores latent energy, relieves pain, dispels gloom, and delays old age!" But that is no exaggeration of what takes place on any number of radio programs. How infinitely less offensive and more effective if in the manner of good taste the announcer would quietly suggest that "Uncle Henry's corn cure is a time-tested remedy compounded of reliable ingredients and offered as a safe, helpful application in the treatment of ordinary foot ailments."

The medicine man who came to the crossroads, raised his umbrella, and chanted the praises of snake oil is a figure of the past. By force of personal magnetism and in an unenlightened age, he was able, it is true, to sell his wares. But times have changed. The radio is crowded with "medicine men", selling not only medicine but everything on earth. There is no longer any fascination in the technique of noisy, boastful claims. Even the majority radio listener instinctively reacts better to the more modest and unobtrusive approach, and although the same listener may have been moved by blustering shouts a few years back, it would appear that the din of it all has worn him out and that today he much approves the gentler method.

Advertisers sensitive to the crudity of commercial announcements are adopting softer tactics slowly but certainly. Evidence of their efforts may be found in such forms as dramatized copy, although here again there is much to be desired. A frequent infringement of good taste and simple psychology is the well-enacted commercial dramatization followed immediately by the announcer's extended explanation of the same thing. Instead of emphasizing, however, he negatives the advantage gained, and offends the listener by robbing him of the satisfaction of discovering for himself the implications of the drama.

Inherent in just such errors as these, in just such flagging recognition of public wants, are the roots of much of the strife raging about the broadcasting industry. The offended radio listeners have been apathetic in registering their distress; they have not taken time actually to understand and define their own complaints, but they are conscious indeed of an inner aversion to much that they hear. Commercial copy in its style and technique is the true storm center, resented particularly by a discriminative minority.

I do not say that entertainment by radio has achieved perfection, but I do say that it has progressed as quickly as good creative minds can work, and that by any other standard, American broadcasting affords a pretty luxurious diet. Happily, the refinement of advertising by radio seems imminent, more imminent than many have believed. The reason lies in the fact that the form of commercial copy most agreeable to the discriminative minority promises to be the most resultful form in the case of the majority.

FCC Tightens Its Rules Governing the Issuance Of Construction Permits

TIGHTENING of requirements for construction permits has been announced by the FCC in a notice to all holders of such permits. Hereafter, all construction permits will be issued for six months, instead of for shorter periods as in the past, with licenses to follow prior to expiration if construction is completed properly. In exceptional cases extensions will be given, but in others expiration of permits will mean that new construction permit applications must be filed. The announcement follows:

It has been observed that in many cases an incorrect estimate of the period of time required for construction necessitates the filing of a subsequent application for modification of the permit to authorize a later completion date. Frequently, such applications for modification are not filed in conformity with Rule 11, which results in the expiration of the permit prior to action by the Commission on the application for modification.

Effective immediately all construction permits granted by the Commission normally will specify a completion date not less than six months subsequent to the date of commencement of construction specified thereon, regardless of the date of completion shown in the application. The permittee, however, may actually complete the installation and file formal application for license or modification of license at any time within the designated period of construction. Although the minimum period of construction which normally will be authorized will be six months, a longer period than this may be requested in exceptional cases where reasons are submitted to show the need for such authority and the Commission will consider such cases.

Applications for extension of the construction period which are not filed in accordance with Rule 11 and, as a result thereof, are not presented to the Commission for action prior to the date of expiration of the permit in question, will not be considered by the Commission. The applicant, however, may file application for a new construction permit which may be acted upon by the Commission as provided by Section 319 of the Communications Act of 1934.

Lewellyn Reinstated

GEORGE LEWELLYN, former inspector in the Atlanta office of the old Radio Commission, who was the storm center of hearings before the Senate Interstate Commerce Committee because of his dismissal from the service more than two years ago, on March 11 was ordered reinstated in the Atlanta office at a salary of $3,200. He will take office in April.

LOCAL spots may be used with newspapers in a new campaign by the Johns Manville Corp. automotive division to promote its brake lining. J. Walter Thompson Co., New York, handles the account.

1 of the 2 High Ranking States in Bank Clearings Gains is

NEBRASKA

Omaha Outranks 22 of the Largest Cities

Here's proof that Nebraska folks DO have the money! While the average increase in Bank Clearings among the leading cities was only 7.5% last year, Omaha's increase was 37.9%—only 1.9% less than the leader!

Big advances in grain and livestock prices have helped Nebraska incomes. Money is freer—and advertisers are being more richly rewarded—than in 4 years!

Get Your Share Through Spot Radio Advertising

Throughout Nebraska, 9 live radio stations are ready to deliver your messages to large, prosperous audiences. May we supply you with actual examples of outstanding results? Just write the association office, or any station listed below.

MISSOURI VALLEY BROADCASTING ASSN.

Omaha, Nebraska

WOW Omaha, Nebr.	KOIL Omaha, Nebr. and Co. Bluffs, Ia.	KFAB Omaha, Nebr. and Lincoln, Nebr.
KFOR Lincoln, Nebr.	WJAG Norfolk, Nebr.	KGBZ York, Nebr.
KMMJ Clay Center, Nebr.		KGNF North Platte, Nebr.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

Five Italian spot announcements on WBNX sold 225 gallons of wine for an advertiser resulting in $337.50 net sales at an expenditure of $20.

This is but one of the many "success stories" achieved by advertisers on all WBNX foreign language programs.

WBNX • New York

NEW HOMEMAKERS
Utility Tries Radio First Time —And Gets Fast Results—

HARDLY a month old, the Modern Homemakers program of the Lone Star Gas Co., Dallas, over WFAA, already has satisfied the sponsor that it is accomplishing its purpose—creating good will and establishing a strong merchandising sales medium. A newcomer to radio, the sponsor is using copy tied in with its current merchandising campaigns.

When the sponsor's water heating apparatus, for instance, is being featured, Albertina Berry, home economics director, talks on such subjects as "The Many Interesting Uses of Hot Water", "Hot Water As Home Beauty Aid", etc.

The copy then continues: "Doesn't that remind you of the good old days? But were they? Remember how you used to struggle with a sulky fire that whimpered at wet wood, how often you were disappointed over a roast that burned to an ashy crisp because the old-fashioned range was too hot, or a cake that was soggy and sad when the oven cooled because you forgot to stoke the fire . . . what a contrast is the modern kitchen with full gas appliances, colorful, efficient, smart. No wonder Modern Homemakers are cheerful, active in civic affairs, and keenly alive to current events."

Homemaking bulletins are numbered according to subjects and are supplied upon requests from listeners. Each bulletin prominently displays the radio schedule. A close newspaper advertising tie-up is made in each of the 250 cities served by the Lone Star Gas System.

Radio Education Groups To Hold Annual Session

SPOKESMEN for radio, government, advertising and civic interests will be represented at the sixth annual institute for Education by Radio combined with the fifth annual assembly of the National Advisory Council on Radio in Education to be held May 6-8 at Ohio State University, Columbus.

An outline of possible development of educational broadcasting will be presented, as well as discussion of educational problems of college broadcasting stations and means of organizing and financing more popular programs for adults and children. Emphasis will be placed on the growing power of broadcasting as a means of reaching the public for political and governmental purposes. Demonstrations and clinics of recorded broadcasts are planned.

Dr. Michael Pupin

DR. MICHAEL I. PUPIN, world famous physicist and inventor, whose tuning inventions helped make practical the early Marconi wireless methods, died in New York March 12 at the age of 76. He had been suffering for several weeks and his death was attributed to uremic poisoning. Dr. Pupin was a Serbian immigrant boy when he came to America, and rose to be one of its greatest scientific geniuses.

Chicago Education Plan

(*Continued from page 12*)

while not maintaining such lines. In any comparison with present and proposed costs, it should be remembered that poorly produced educational programs may be very costly indeed, reducing as they do the value of time preceding and following them. The cost to stations has been calculated to furnish programs from four universities at approximately the same cost as that of maintaining service from one school at the present time."

Overcoming Trouble

MR. MILLER maintained that the four basic reasons for the slow development of educational broadcasting in the past will be obviated by the proposed central organization, if used in different local areas, such as he proposes in Chicago. He recited these as follows:

1. Educational programs have been poorly designed for radio consumption. Thus, the efforts of the Council in the adaptation of techniques and the careful selection of talent will afford a remedy to this situation.

2. Expert guidance and supervision of educational features have been lacking. This lack will be met by the staff of the council which will include experts in the various fields of production, continuity and program management.

3. Educational broadcasting has received inadequate financial support. By the pooling of funds from the schools and stations, supplemented by grants from philanthropic organizations, this difficulty will be overcome.

4. Cooperative efforts between institutions and stations have been the exception, rather than the rule. With the council serving as an agency to effect the closest possible cooperation, this confusion will be eliminated.

The annual budget of $55,000 for the Council, according to Mr. Miller, would be allocated as follows: Salaries, $30,000; line rentals, $7,500; office and studio rent, $3,000; office expense and travel, $3,500; equipment maintenance, $1,000; honoraria, $8,000; professors on chain programs and professionals in educational dramatizations $2,000.

The division of this financial responsibility would be $25,000 to be procured from philanthropic organizations; $16,000 from universities, and $14,000 from stations. In alloting the financial responsibility among the universities on the basis of relative tuition fees, the following division has been agreed upon by each: Chicago and Northwestern, $5,000 each; De Paul and Loyola, $3,000 each. In alloting financial responsibility among the stations, on the basis of relative commercial rates, Mr. Miller suggested that WMAQ-WENR assume $5,000 of the $14,500 total; WGN and WBBM, $3,500 each, and WJJD-WIND, $2,500.

Endowment Basis

"IT IS HOPED," he concluded, "that the council can be placed upon an endowed basis after it has demonstrated its effectiveness. If this were done, the burden from the stations and schools would be lessened or entirely removed."

Before advancing his specific plan, Mr. Miller analyzed the radio-educational situation, describing it as one of the most perplexing problems of radio today. The problem, he concluded, requires cooperation of the two groups.

"Certain minority groups of educations, operating on the hypothesis that education is sufficient unto itself in radio, have agitated for paternalistic legislation to increase the allocation of facilities for the use of education and to fix the total percentage of available facilities alloted to education at the increased level," he said. "The ill-fated Fess and Wagner-Hatfield bills were tangible results of such agitation. Ignoring the fundamental causes of the present condition in educational broadcasting, as these proposals did, it is not surprising that the FCC in its recent report to Congress did not favor disruption of the status quo at least until the present operators were granted a reasonable opportunity to effect close cooperation with educators."

Brown and Porter Leave

COL. THAD H. BROWN, vice chairman of the FCC broadcast division, and George B. Porter, assistant general counsel, left Washington for Texas March 5 on a tour that will carry them to the Pacific Coast to conduct hearings on applications involving broadcasting. The hearings will begin at San Antonio March 25, after which they will journey to Los Angeles.

680 Kc. **WPTF** 5,000 Watts

Announces the Appointment of FREE & SLEININGER, Inc. as its national representatives.

NBC Affiliate Member NAB

WPTF RADIO CO. RALEIGH, N. C.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

CAN ALL KANSAS CITY STATIONS BE FIRST?

The answer is YES. All principal stations CAN be first and ARE—at *some* periods of the day. Several listener studies made for KMBC in 1934, including a December study of ten thousand calls, prove that statement. We have made enough of these studies that we KNOW the Kansas City situation, and we make this challenge.

CHALLENGE!

On any periods recommended by KMBC to an advertiser on a specific program proposal, KMBC will pay for a listener study made by the advertiser's agent if KMBC does not show the largest Kansas City circulation.

14 AUDITION RECORDINGS now AVAILABLE

KMBC KANSAS CITY

FREE and SLEININGER Inc. National Sales Representatives

Where Showmanship Excels

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

FEB. 28 TO MARCH 12, INCLUSIVE

Applications . . .

FEBRUARY 27

WMFI, New Haven—Modif. CP new station 900 kc 500 w D to extend completion.

WMPC, Lapeer, Mich.—CP change equip., increase from 100 w to 100 w 250 w D.

NEW, Homer York, Lufkin, Tex.—CP 1340 kc 250 w unltd., amended to 1350 kc and spec. hours.

NEW, Florida Capitol Broadcasters Inc., Tallahassee, Fla.—CP 1310 kc 100 w unltd., amended re transmitter site.

WAIM, Anderson, S. C.—Modif. CP 1200 kc 100 w unltd., to request changes in equip., move transmitter locally.

WJAX, Jacksonville, Fla.—CP new equip., increase from 1 kw to 1 kw 5 kw D.

KSO, Des Moines—CP move transmitter locally, amended to change equip.

KWCR, Des Moines—Modif. CP move transmitter and studio from Cedar Rapids, change equip., extend completion, amended re equip.

WTAD, Quincy, Ill.—Modif. license from 1440 to 900 kc, hours from shares-WMBD to D.

KPQ, Wenatchee, Wash.—License for CP move station locally, increase D power, change equip.

KWYO, Sheridan, Wyo.—Vol. assignment license to Big Horn Brdcstg. Co. Inc.

KWSC, Pullman, Wash.—CP change equip., increase from 1 kw 2 kw D to 1 kw 5 kw D.

KOL, Seattle—CP change from 1270 to 810 kc, increase from 1 kw 2½ kw D to 5 kw, change equip., move transmitter locally.

APPLICATIONS RETURNED — NEW, W. C. Miner, Rock Springs, Wyo., CP 950 kc 500 w ltd.

FEBRUARY 28

WLW, Cincinnati—Modif. exp. auth. 500 kw LS to 6 a. m. using directional antenna to reduce signal in Niagara to Lockport, N. Y. to equivalent of 50 kw to 8-1-35.

WPHR, Petersburg, Va.—License for CP as modified to move transmitter, change freq., install new equip., change hours, increase power.

NEW, Eugene DeBogory, d/b Dallas Radio Research Engineers, Dallas, Tex.—CP 1550 kc 1 kw, amended to 1570 kc.

KBTM, Paragould, Ark.—Modif. CP as modified to extend completion to 3-1-35.

KWEA, Shreveport, La.—Vol. assignment license to Allen W. Hinkel Dry Goods Co., Wichita, Kan.

KBTM, Jonesboro, Ark.—License for CP as modified to move station from Paragould to Jonesboro.

WKEU, Griffin, Ga.—License for CP move transmitter & studio, change hours.

NEW, Duluth Brdcstg. Co., Duluth—CP 1200 kc 100 w unltd., amended re frequency.

WTRC, Elkhart, Ind.—CP change equip., increase from 50 w 100 w D to 100 w 250 w D.

APPLICATIONS RETURNED—WWPA, Clarion, Pa., auth. to transfer control to Fort Industry Co.; WTAD, Quincy, Ill., CP change from 1440 to 900 kc, and hours; KHQ, Spokane, modif. license from 1 kw 2 kw D to 5 kw.

MARCH 1

NEW, Paul Sullivan Andrews, Lewiston, Me.—CP 560 kc 250 w N.

WHDH, Boston—Modif. license from 830 to 1230 kc, hours from LS Denver to unltd.

WBNX, New York—Modif. license from 250 to 500 w.

WELL, Battle Creek—CP change equip., increase from 50 to 100 w, move transmitter locally.

WLVA, Lynchburg, Va. — CP change equip.

WHBC, Canton, O.—Modif. license from spec. to unltd., facilities of WNBO.

WJTL, Oglethorpe University, Ga.—Vol. assign. license to J. W. Woodruff & S. A. Cisler Jr., d/b Atlanta Brdcstg. Co.

KPRC, Houston—Extension exp. auth. 5 kw D to 9-1-35.

WRGA, Rome, Ga.—Modif. license from spec. to unltd.

NEW, Eugene DeBogory & Mildred English, d/b Dallas Brdcstg. Co., Dallas—CP 1500 kc 100 w D, amended re hours.

KTRH, Houston—CP change equip., increase from 1 kw 2½ kw D to 5 kw D & N, change from 1330 to 1290 kc, amended to omit increase N power.

WGCM, Mississippi City, Miss. — CP change from 1210 to 1120 kc, change equip., change hours from spec. to unltd., power from 100 w 250 w D to 500 w D & N.

WJBC, Bloomington, Ill.—License for CP change equip.

WILL, Urbana, Ill.—Modif. license from 890 to 580 kc & hours from shares-KUSD & KFNF to D.

WBOW, Terre Haute, Ind.—CP change equip., increase from 100 to 250 w D.

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—CP 1480 kc 5 kw D.

NEW, Luther D. Gibson, d/b Times-Herald Publishing Co., Vallejo, Cal.—CP 850 kc 250 w D.

KRKD, Los Angeles—Modif. CP new equip., increase from 500 w to 1 kw 2½ kw D to extend completion to 4-20-35.

KHSL, Chico, Cal.—Modif. CP new station 950 kc 250 w D giving transmitter & studio sites as Gage's Bldg., Chico.

NEW, Hauser Radio Co., Ventura, Cal. —CP 1310 kc 100 w D & N unltd., amended re freq.

APPLICATIONS RETURNED—KSUN, Lowell, Ariz., CP change equip. increase from 100 to 250 w; NEW, Grant Wrathall, d/b Indiana Brdcstg. Co., Evansville, Ind., CP 1370 kc 250 w D 100 w N unltd.; KMBC, Kansas City, exp. auth. 5 kw.

MARCH 4

NEW, Monocacy Brdcstg. Co., Frederick, Md.—CP 900 kc 500 w D.

KPLC, Lake Charles, La.—Modif. CP change equip., transmitter & studio at Majestic Hotel, Lake Charles.

NEW, Springfield Newspapers Inc., Springfield, Mo.—CP 1120 kc 250 w spec. hours, amended re transmitter site.

NEW, Pittsburgh Publishing Co., Pittsburg, Kan.—CP 1500 kc 100 w unltd.

NEW, Commercial Broadcasters Inc., Moorhead, Minn.—CP 1310 kc 100 w unltd.

WDAF, Kansas City—License for CP change equip., increase D power.

KSD, St. Louis — Extension & modif. temp. auth. 1 kw N & equip. change, requesting extension to 9-1-35 and modif. approval survey data to permit operation during regular broadcast day.

KGIW, Alamosa, Col.—Modif. license from share-KIDW to spec.

KIDW, Lamar, Col.—Modif. license from share-KGIW to spec.

KFPY, Spokane—CP install new equip., increase from 1 kw to 1 kw 5 kw D, amended re transmitter site.

NEW, Robert Louis Sanders, San Pedro, Cal.—CP 1180 kc 250 w D, amended re power.

NEW, Harry Prezant, Los Angeles—CP 1120 kc 1 kw unltd., facilities of KFSG & KRKD.

MARCH 5

WOKO, Albany, N. Y.—Modif. license from 1430 to 970 kc.

WHJB, Greensburg, Pa.—License for CP change equip.

WKAR, East Lansing, Mich.—CP change equip.

NEW, H. K. Glass & M. C. Kirkland, Eustis, Fla.—CP 1310 kc 100 w D, amended re transmitter site.

WRDW, Augusta, Ga.—Exp. auth. new equip., 1240 kc 250 w 1 kw D six months.

WALA, Mobile, Ala.—Modif. license from 500 w 1 kw D to 1 kw D & N.

KFRO, Longview, Tex.—Modif. license from 1370 to 1210 kc, hours from D to unltd., facilities of KWEA.

KIUJ, Santa Fe, N. M.—License for CP as modified for new station.

KPCB, Seattle—CP change equip.

APPLICATIONS RETURNED—WDEL, Wilmington, Del., CP new equip., increase from 250 w 500 w D to 500 w 1 kw D; NEW, Valley Brdcstg. Co., Youngstown, O., CP new station; NEW, WRBC Inc., Cleveland, CP 550 kc 250 w unltd.; WAZL, Hazleton, Pa., CP new equip., increase from 100 to 250 w; WPTF, Raleigh, N. C., modif. spec. auth. increase from 1 to 5 kw to 8-1-35.

MARCH 6

WOR, Newark—License for CP as modified to install new equip., increase power, move transmitter.

KSTP, St. Paul—Extension exp. auth. use added 15 kw LS to 11-1-35.

NEW, Radio Chapel of the Air, Rev. Robert E. Connely, Minneapolis—CP 1370 kc 100 w unltd., amended re studio & transmitter sites.

KFBI, Abilene, Kan.—CP change equip., move studio to Wichita, transmitter to near Wichita.

KFH, Wichita—Modif. license to move studio to Hotel Lassen, Wichita.

KFWB, Hollywood — Exp. auth. new equip., 5 kw N to 4-1-35.

NEW, Southern Oregon Publishing Co., Roseburg, Ore.—CP 1500 kc 100 w unltd., seeks call of KRNR.

APPLICATIONS RETURNED — NEW, Pampa Daily News Inc., Pampa, Tex., CP 630 kc 100 w unltd.; NEW, Donnie W. Barnes, Alexander City, Ala., CP 1500 kc 100 w D; NEW, Plainview Brdcstg. Co., Plainview, Tex., CP 1500 kc 100 w D.

MARCH 8

WEEI, Boston—CP new equip., change from 1 to 5 kw D & N, amended to use directional antenna.

WJBO, Baton Rouge, La.—Modif. license from D to unltd. 100 w.

WIBW, Topeka, Kan.—License for CP increase from 1 kw to 1 kw 5 kw D.

WDZ, Tuscola, Ill.—CP change equip., increase from 100 to 250 w, change from 1070 to 1020 kc, amended further changes equip.

KLPM, Minot, N. D.—Consent transfer control to Northwest Radio Service Inc.

WHBU, Anderson, Ind.—CP change equip., increase from 100 w to 100 w 250 w D.

WTRC, Elkhart, Ind.—Voluntary assignment license to Truth Publishing Co. Inc.

NEW, Clark Standiford, Visalia, Cal.—CP 850 kc 100 w D.

NEW, Clark Standiford, Chico, Cal.—CP 1210 kc 100 w unltd.

APPLICATIONS RETURNED — NEW, Franklin A. Brown, Kingston, O., CP 1210 kc 20 w unltd.; WQAM, Miami, Fla., modif. CP move transmitter locally, change equip., decrease power from 250 to 150 w; KFKA, Greenley, Col., modif. from 880 to 630 kc; NEW, A. Garfield Tubbs, Pampa, Tex., CP 940 kc 1 kw unltd.

Decisions . . .

MARCH 4

WTAD, Quincy, Ill.—Granted modif. license from 1440 to 900 kc, hours from shares-WMBD to D.

WMBD, Peoria, Ill.—Granted modif. license from shares-WTAD to unltd.

KXYZ, Houston — Granted CP change equip., increase from 500 w to 1 kw.

WMFE, New Britain, Conn. — Granted modif. CP extending completion to 5-16-35.

WSPD, Toledo — Granted modif. CP change equip., move transmitter locally, extend completion date.

WMFJ, Daytona Beach, Fla.—Granted modif. CP move studio & transmitter locally, extend completion.

WLAC, Nashville—Granted consent voluntary assignment license to WLAC Inc.

WCFL, Chicago—Granted modif. CP extend completion.

KECA, Los Angeles—Granted modif. CP extend completion to 6-15-35.

WMFF, Plattsburg, N. Y.—Granted license for CP 1310 kc 100 w D.

WJBO, Baton Rouge, La.—Granted license for CP 1420 kc 100 w D.

WIBU, Poynette, Wis.—Granted license for CP 1210 kc 100 w 250 w D unltd.

WCBS, Springfield, Ill.—Granted modif. license from 1210 to 1420 kc, change hours from shares-WTAX to spec., 100 w.

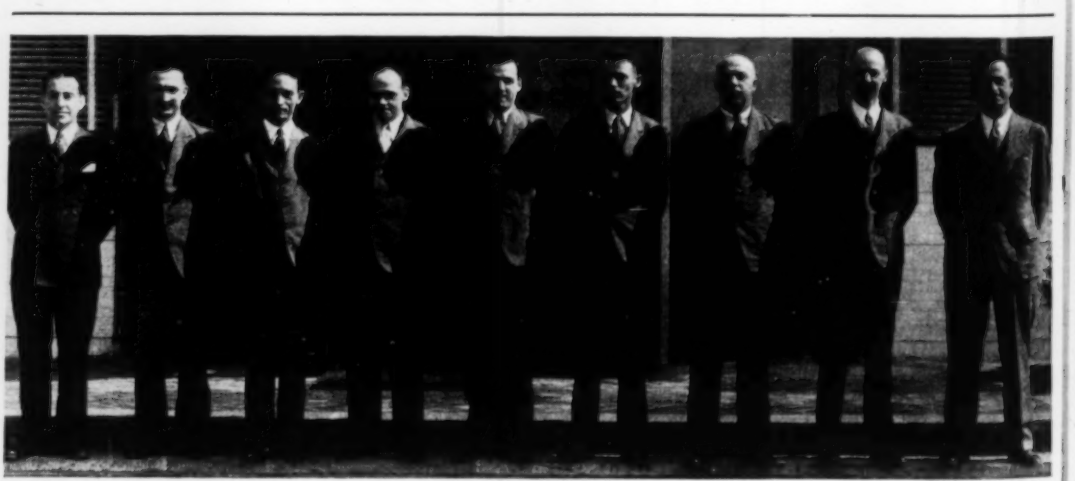
KGEK, Sterling, Col.—Granted modif. license to change spec. hours.

WSGN, Birmingham — Granted consent voluntary assignment license to Ormond O. Black & Mary Collett Black (lessees).

WMMN, Fairmont, W. Va. — Granted consent transfer control from A. M. Rowe Inc., to West Va. Brdcstg. Corp.

SPECIAL AUTHORIZATIONS—Granted extension temp. auth. operate simul.-KIDW spec. hours; KGKB, Tyler, Tex., granted temp. auth. operate spec. hours in March.

SET FOR HEARING—NEW, Hartford Brdcstg. Co. Inc., Hartford, Conn., CP 1200 kc 100 w unltd.; NEW, Worcester Brdcstg. Co. Inc., Worcester, Mass., CP 1200 kc 100 w unltd.; WFAS(White Plains, N. Y., CP increase from 100 to



MAN POWER OF NEW WOR—This is the engineering staff at Carteret, N. J. of the new 50,000-watt transmitter of WOR, dedicated March 4 with brilliant ceremonies at Carnegie Hall, New York. Left to right: Charles Singer, Carteret plant supervisor; Edmund Franke, Ralph T. Willey, Seth Gamblin, Raymond O'Niell, C. A. Reberger, Clarence S. Thevent, George Robinson and Jack R. Poppele, chief engineer.

250 w D, change equip.; NEW, Duluth Brdcstg. Co., Duluth, CP 1200 kc 100 w unltd.; NEW, A. L. Chilton, Kilgore, Tex., CP 990 kc 500 w D.; NEW, Evansville on the Air Inc., Evansville, Ind., CP 1370 kc 100 w unltd.; WAAF, Chicago, CP change equip., move transmitter locally, increase from D to unltd.; NEW, Ward Walker, Seattle, CP 760 kc 250 w N 500 w D; NEW, David Parmer, Atlanta, CP 1370 kc 100 w N 250 w D unltd.; NEW, Clark Standiford, Porterville, Cal., CP 1420 kc 100 w unltd.; WGST, Atlanta, modif. license to increase from 500 w to 1 kw N.

ACTION ON EXAMINERS' REPORTS —NEW, Southern Minn. Brdcstg. Co., Rochester, Minn., granted CP 1310 kc 100 w unltd., sustaining Examiner Hyde; WBBM, Chicago, granted CP increase from 25 to 50 kw, install new equip., 770 kc unltd. D, synchronize-KFAB N (effective March 26); KFAB, Lincoln, Neb., granted CP increase from 5 to 10 kw, install new equip., 770 kc unltd. D, synchronize-WBBM N (effective March 26).

MISCELLANEOUS—WIL, KSD, KWK, St. Louis, denied reconsideration grant of CP to Miss. Valley Brdcstg. Co. for new station 1500 kc 100 w; WIP, Philadelphia, suspended grant and set for hearing applic. increase from 500 w to 1 kw N due to protest of WICC; WHFC, Cicero, Ill., denied reconsideration action of 1-29-35 setting for hearing applic. for CP 1420 kc 100 w N 250 w LS; NEW, Alexandria Brdcstg. Co., Alexandria, La., denied petition reconsider action setting for hearing applic. new station 1370 kc 100 w; NEW, Milwaukee Brdcstg. Co., Milwaukee, suspended grant for CP new station 1310 kc 100 w and set for hearing due to protest of WHBL; NEW, W. C. Hilgedick & Geo. C. Knaur, Denison, Tex., CP 1200 kc 100 w D, heretofore set for hearing, dismissed at applic. request; NEW, Guilford Brdcstg. Co., Abilene, Tex., CP 1420 kc 100 w unltd., heretofore set for hearing, denied as in default; WOW, Omaha, modif. CP increase power & move transmitter retired upon applic. request.

RATIFICATIONS:

Dallas Brdcstg. Co., Dallas; Brownsville Brdcstg. Co., Brownsville, Tex.; Paris Brdcstg. Co., Paris, Tex.; Tem-Bel Brdcstg. Co., Temple, Tex.; Dallas Research Engineers, Dallas; Denton Brdcstg. Co., Denton, Tex., authority to take depositions at Dallas re hearings (action taken Feb. 23).

WIBU, Poynette, Wis.—Granted auth. extend program tests (Feb. 26).

WNBO, Silver Haven, Pa.—Effective date of temporary license extended to 3-15-35 (Feb. 28).

WFIL, Philadelphia—Granted extension exp. auth. 560 kc 1 kw N to 3-31-35; granted extension temp. auth. use WLIT transmitter as auxiliary to 3-31-35 (March 1).

KWEA, Shreveport, La.—Granted extension temp. auth. remain silent 3-2-35 to 4-30-35 (March 1).

KGKO, Wichita Falls, Tex.—Granted extension exp. auth. additional 250 w N during March (March 1).

KSO, Des Moines—Granted temp. auth. use new transmitter to 5-1-35 (March 2).

KWCR, Cedar Rapids, Ia.—Granted temp. auth. use composite transmitter 250 w D & to 5-1-35 (March 2).

KPRC, Houston—Granted extension exp. auth. operate 5 kw D to 9-1-35 (March 2).

MARCH 12

WLVA, Lynchburg, Va.—Granted CP change equip.

WPAD, Paducah, Ky.—Granted CP move locally.

KPCB, Seattle—Granted CP install new equip.

WDAE, Tampa, Fla.—Granted extension exp. auth. 1 kw N 2½ kw D unltd. to Oct. 1.

WMC, Memphis—Granted extension exp. auth. 1 kw N 2½ kw D to Sept. 1.

WMFE, New Britain, Conn.—Granted modif. CP change equip., extend completion date.

WIS, Columbia, S. C.—Granted modif. CP transmitter site, increase from 2½ to 5 kw D, extend completion date, change equip.

WILL, Urbana, Ill.—Granted modif. license from 890 to 580 kc, change power to 1 kw D.

WCFL, Chicago—Granted modif. CP change equip. & antenna.

WPHR, Petersburg, Va.—Granted license for CP 880 kc 500 w D.

WHJB, Greensburg, Pa.—Granted license for CP 620 kc 250 w D.

WKEU, Griffin, Ga.—Granted license for CP move transmitter from LaGrange to Griffin, change hours from spec. to D, 1500 kc 100 w.

WJBC, Bloomington, Ill.—Granted license for CP change equip.

WDAF, Kansas City—Granted license for CP change equip. 610 kc 1 kw N 5 kw D unltd.

KIUJ, Santa Fe—Granted license for CP new station 1310 kc 100 w unltd.

WPGA, Rome, Ga.—Granted modif. license from spec. to unltd., 1500 kc 100 w N & D.

KGGM, Albuquerque—Granted CP transmitter & studio sites, applic. dismissed from hearing docket.

WGES, Chicago—Granted renewal license with auth. 1 kw to LS Sunday, applic. dismissed from hearing docket.

WDZ, Tuscola, Ill.—Granted renewal license, applic. dismissed from hearing docket.

SPECIAL AUTHORIZATIONS—WCOC, Meridian, Miss., granted temp. auth. operate spec. hours instead of unltd. pending repairs, 30 days; WHBD, Mt. Orab, O., granted temp. auth. remain silent pending approval transmitter site.

SET FOR HEARING—WCAO, Baltimore, applic. CP change equip., increase from 500 w to 1 kw N; NEW, George Bissell & Herbert Littlefield, Watertown, N. Y., applic. CP 1420 kc 100 w unltd.; WBHS, Huntsville, Ala., applic. CP move to Chattanooga, change hours to unltd.; NEW, John Brown University, Silcan Springs, Ark., applic. CP 1500 kc 100 w N 250 w D unltd.; WTRC, Elkhart, Ind., applic. CP change equip., increase from 50 w N 100 w D to 100 w N 250 w D; KRKD, Los Angeles, applic. modif. CP extend completion; NEW, Hazlewood Inc., W. Palm Beach, Fla., applic. CP 1200 kc 100 w unltd.; NEW, Times Herald Publishing Co., Vallajo, Cal., applic. CP 850 kc 250 w D; KPPC, Pasadena, Cal., applic. CP new equip., increase from 50 w N & D to 100 w N 250 w D; WMT, Cedar Radips, Ia., applic. modif. ex. auth. use added 500 w N & 1500 w D in Marion twp.; WLBC, Muncie, Ind., CP in hearing docket amended to change equip., increase from 50 w N 100 w D to 100 w N 250 w D; NEW, Hauser Radio Co., Ventura, Cal., CP in hearing docket amended to 1310 kc 100 w unltd.; WQDM, St. Albans, Vt., CP in hearing docket amended to 1390 kc 1 kw D, move transmitter locally, change equip. & spec. hours.

MISCELLANEOUS—WSBT, South Bend, Ind., applic. renewal granted; KGHI, Little Rock, Ark., denied temp. auth. 1120 kc 250 w D & N unltd; KIT, Yakima, Wash., denied temp. auth. operate spec. hours in March; NEW, WHM Brdcstg. Co., Helena, Mont., CP 1420 kc 100 w unltd. dismissed at applic. request; Lit Bros. Brdcstg. System Inc., Philadelphia, applic. modif. license 560 kc 1 kw, share WFI, retired after assignment license to WFIL; KFBB, Great Falls, Mont., reconsider consolidation applic. with hearings on KFRC, WDAF and granted applic. separate hearing on request exp. auth. 610 kc 1 kw; WMEH, Boston, denied reconsideration action setting for hearing applic. 250 w N; W. O. Ansley Jr., Abilene, Tex., granted petition intervene applic. Denton Brdcstg. Co. & Palestine Brdcstg. Co. new stations; KMAC, San Antonio, hearing scheduled for March 18 continued; WEBC, Superior, Wis., denied petition reconsideration action setting for hearing applic. change equip., increase from 2½ to 5 kw D; WCLS, Joliet, Ill., reconsidered & granted applic. unltd. D operation and denied applic. unltd. night operation; WCFL, Chicago, denied motion asking denial applic. of Journal Co., Milwaukee, for default; John G. Curtis, Erie, Pa., denied request continuance hearing on applic. CP new station 1370 kc 100 w; Brothers & England, Wellington, O., denied request continue hearing on applic. new station 1370 kc 100 w; KSTP, St. Paul, sustained motion dismiss protest of KSTP against applic. Minn. Brdcstg. Corp., location transmitter site etc.; WGBI, Scranton, Pa., denied petition reconsider action setting for hearing applic. CP change equip., increase from 250 w to 1 kw.

RATIFICATIONS:

WHIO, Dayton, O.—Granted extension temp. auth. nondirectional antenna to 4-1-35 (March 4).

WLW, Mason, O.—Granted modif. exp. auth. 500 kw LS to 6 a. m., using directional antenna (March 1).

Milwaukee Journal, Milwaukee; Dallas Brdcstg. Co., Dallas; KFYO, Lubbock, Tex.; Raymond L. Hughes, Midland, Tex.; F. W. Pierce, Taylor, Tex.; WRR, Dallas; KFBB, Great Falls, Mont.; Helena Brdcstg. Co., Helena, Mont.; KGKL, San Angelo, Tex.; Gish Radio Service, Amarillo, Tex.; City of Dallas, Tex.; Big Springs Brdcstg. Sta., Big Springs, Tex.—Granted auth. take depositions.

Examiners' Reports . . .

WHOM, Jersey City—Examiner Hill recommended that application for renewal of license and CP be granted.

WEBR, Buffalo; WTBO, Cumberland, Md.—Examiner Hill recommended (1-25) that applic. of WEBR for 1 kw 800 kc ltd. be denied; that applic. of WTBO to change from D to 6 a. m.—LS Dallas, Tex., be granted.

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK

"Bruno" ANSWERS THE DEMAND WITH AN "RV3" MICROPHONE

Your audience demands true fidelity—clear cut tones—sparkling notes.

Hold your listener's attention by answering this demand with the

BRUNO "RV3"

1—Excellent fidelity characteristics
2—Frequency response 30 to 14000 CPS
3—Not subject to variation with humidity and temperature
4—No diaphragm
5—Highly directional
6—Reduces acoustic feed back
7—Affords higher gain
8—Ruggedly constructed

Write for Series "B" bulletin

Bruno Laboratories
26 West 22nd Street, New York, N. Y.

Pat. Pending

ARE YOU *BETTER* THAN YOUR JOB?

Being better than the requirements of your job is the most important step toward success! A *Technical* education combined with your own experience will equip you to take advantage of every opportunity to advance yourself. There are too many "pretty good" men in radio . . . but not enough TECHNICALLY TRAINED men for the many responsible, well-paid positions.

20% OF U.S. BROADCASTING STATIONS EMPLOY CREI STUDENTS and GRADUATES

Over 160 of America's broadcast stations employ CREI men. Proof that TECHNICAL TRAINING is valuable. Our one-year Residence Course and Home-Study courses offer you a well-balanced training in essential mathematics—theory—practice and practical engineering problems. Write today for complete details.

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44-Page Illustrated Booklet with pictures of equipment, laboratories, and information on courses, costs, faculty, etc.

CAPITOL RADIO ENGINEERING INSTITUTE

DEPT. B-M
14th and PARK ROAD, N. W.
WASHINGTON, D. C.

NBC Now Is Full Owner Of Civic Concert Service

NBC has taken over Civic Concert Service Inc., organized in 1922 to promote concert courses throughout the country, as a completely owned subsidiary. It had been partially owned by NBC since 1931. Executive offices were moved from Chicago to NBC headquarters in New York March 11 where it will function as a division of NBC Artists Service under George Engles, NBC vice president. O. O. Bottorf, formerly assistant manager of Civic Concerts, has been named general manager of the reorganized corporation.

D. S. Tuthill, business manager of the Artists Service, has been promoted to assistant managing director, effective March 4. He will continue to direct sales, sales promotion and general departmental personnel, coordinating the activities of the management and sales divisions. Dema Harshbarger, founder of Civic, has been appointed manager of the Hollywood office of the Artists Service and will arrange cinema appearances for NBC artists and watch the movies for potential radio talent.

THREE new commercials have been signed for the Martha Deane *Woman's Hour* over WOR, Newark. The accounts are Manhattan Storage & Warehouse Co., New York; B. Fischer & Co., New York (Astor coffee); Wipe-on Corp., Brooklyn (lacquer); and Paterson Parchment Paper Co., Bristol, Pa. (Patapar), renewal.

AT NEW TRANSMITTER—This group photograph was taken at the entrance to the new ultra-modern transmitter house of KOA, Denver, during a recent visit of William S. Hedges, manager of NBC-operated stations. Left to right: A. E. Nelson, KOA manager; A. L. Jones, General Electric Co. mountain district manager; A. L. Simons, architect; Mr. Hedges; R. C. Jensen, radio engineer; Raymond Guy, radio facilities engineer, and Robert H. Owen, chief engineer.

WMBD Gets Full Time

AFTER a two-year effort, WMBD, Peoria, was granted full time on 1440 kc., by the FCC March 5, taking over the half-time used by WTAD, Quincy, which was shifted to day operation on 900 kc. WMBD uses 500 watts at night and 1,000 watts day, while WTAD has 500 watts on its new assignment.

AUTOS AND RADIOS
Sales of Sets for Cars Boosted by WSYR Announcements

AGAIN WSYR, Syracuse, is cooperating with automobile and radio dealers to promote the sale of radio sets for automobiles by running sustaining announcements during the heavy buying season urging the public to buy cars equipped with receiving sets, or buy sets for their present cars.

That the idea succeeds is shown by the fact that the rate of sale of auto radios in Syracuse is far above the national average. Dealers aid by offering bonuses to salesmen and by urging salesmen to push sales of auto receivers. In addition, a larger allowance is given on trade-ins when the machines are radio equipped. The net result of this campaign has been a big increasing in summer listeners. The station has adopted the slogan "summertime is broadcasting time in Syracuse".

A sample continuity reads like this: "Spring is 'just around the corner'. To most of us, that means picnics and outdoor roasts. Take your favorite radio programs into the open with you. Install a radio in your car!"

Kleenex Shifts

"THE STORY of Mary Marlin", currently broadcast over NBC in the interests of Kleenex cleansing tissues, on April 1 moves to CBS, where it is to advertise Quest, a new deodorant. The International Cellucotton Products Co., Chicago, maker of Kleenex, Quest and Kotex, made the move after NBC officials discovered an old ruling barring deodorant advertising from their chain. Lord & Thomas, Chicago, is the agency.

THE third annual convention and trade show of the Institute of Radio Service Men, Inc., will be held March 22-24 at the Hotel Sherman, Chicago.

Control of Broadcasting By Canada Through Tax Is Opposed by Listeners

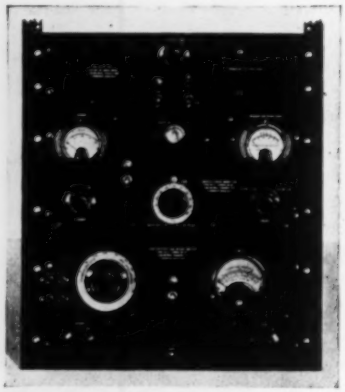
A SUBSTANTIAL majority of Canadian listeners favor the United States' broadcasting system as against their own system of governmental control, with a receiver tax, according to a poll of the Canadian audience taken by *Radex*, published by the Radex Press, Inc., Cleveland. The results of the magazine's poll are:

In favor of the governmental system with a tax—2052.
In favor of commercial system with advertising—2502.

Scanning the replies to its Canadian questionnaire, a strong undercurrent of protest is found by the magazine to "a governmental body trying to force upon the listening public educational or cultural programs in lieu of lighter entertainment". Also emphasized is the belief that no reasonable tax on receivers "would provide sufficient revenue for the government to put on the high-priced artists and features that are possible under the competitive commercial system". Canada's annual radio set tax is $2.

While some fault is found by Canadian listeners with advertising continuities of American programs, yet it is recognized that the advertising message is being made less conspicuous and frequently is both interesting and instructive. Improvement also is noted in spot announcements of many stations, although some Canadian listeners feel that these short programs "rub the fur the wrong way".

INCREASED COVERAGE . . . . .
. . . . . IMPROVED FIDELITY



with the new General Radio transmission monitoring equipment, which has these indispensable features: *continuous* high-speed program modulation monitor — automatic, positive and instantaneous over-modulation indicator — measures carrier noise and hum-levels and levels of amplifiers, wire lines and all associated equipment — measures harmonic distortion of modulated envelope and distortion in all a-f amplifier equipment.

Simple to operate, direct reading, easily installed and moderately priced, this transmission monitoring equipment is required in all 'high-fidelity' stations.

GENERAL RADIO TYPE 730-A TRANSMISSION MONITOR . . . $462.00

Detailed Specifications in Bulletin M-B2

GENERAL RADIO COMPANY
30 STATE STREET
CAMBRIDGE A, MASSACHUSETTS

RADIO OUTLINE MAPS
of the
United States

Every city in the U. S. having a radio station as of February 15, 1935, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
Single Copies	10c

BROADCASTING
Broadcast Advertising
National Press Building
Washington, D. C.

RADIO PENETRATES
All the Way to the Antarctic —And Sells a Motor Car—

FAR away in Little America, a member of the Byrd Antarctic Expedition succumbed to the sales appeal of a radio program of the Chrysler Sales Corp., Detroit (Dodge automobiles) shortly before the expedition headed northward. That is why Byrd's chief radio operator, Clay Bailey, will have a brand new Dodge waiting for him when he gets back to Boston.

It was while the expedition was preparing to leave the land of ice and six-month nights that Bailey, with ears glued to a headset, picked up faint music from the North, listened closely, and then heard the sales talk for the new Dodge. The description sounded so good that he drifted into dreams of Clay Bailey driving down Commonwealth Ave., seated in the car which had just been advertised.

All dreams must end, and this one ended when Bailey started the generators and radioed Detroit as follows: "Picked up radio description last night new Dodge that does 20 and more miles per gallon of gas stop you can place my order now stop please have coupe awaiting me Boston on our return to states you can take in and sell my old Dodge now." The account is handled by Ruthrauff & Ryan Inc., Detroit.

International Copyrights Under New Plan Studied

A PRELIMINARY redraft of the proposed bill to enable the United States to enter the International Copyright Union, involving a number of far-reaching changes which would affect copyright users, has been almost completed by the State Department's interdepartmental committee, it was stated March 11 by Wallace McClure, chairman. A proposal by the NAB that the $250 minimum infringement fee in the present law be eliminated altogether is being studied, he indicated, along with a variety of other provisions designed to reform present procedure and protect users.

After the preliminary redraft is complete, Mr. McClure said, it will be submitted to parties in interest for final comments, preparatory to revision and submission to the Congress. Conferences participated in by the NAB, ASCAP, motion picture, hotel and other interested groups, were held by the Interdepartmental Committee from Feb. 19 to 23.

Follows Ball Clubs

FOR THE fourth consecutive year, Bob Elson, baseball announcer of WGN, Chicago, left March 9 on his annual tour of the baseball training camps and the West Coast to get first-hand information for his sports broadcasts and player interviews sponsored by Walgreen Drug Co., Chicago. WGN will carry all the home games and most of the road games of the Chicago Cubs.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

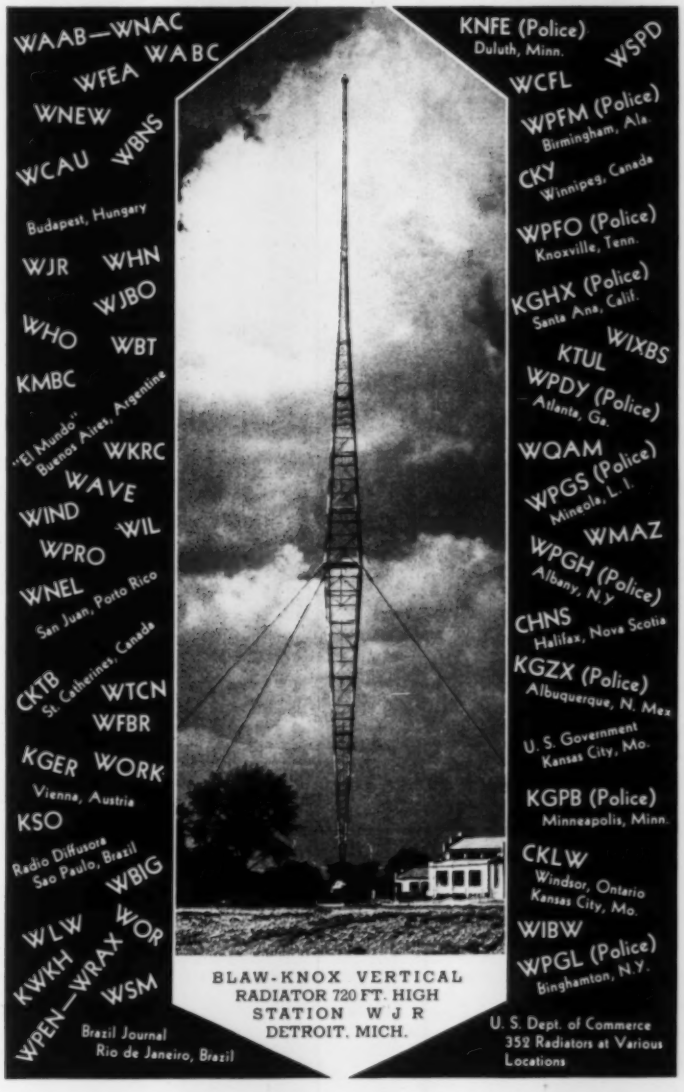
LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents
Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

INCREASED EFFICIENCY WITH BLAW-KNOX VERTICAL RADIATORS



Blaw-Knox Vertical Radiators are engineered to meet modern requirements and represent experience dating from the very start of broadcasting. Stations that have installed Blaw-Knox Radiators are reporting great extensions in area served plus improved clarity and quality of their signals resulting in gratifying increases in their volume of business.

It will pay you to consult Blaw-Knox if you are planning any changes whatsoever in your antennae.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING PITTSBURGH, PA.
Offices and Representatives in Principal Cities

BLAW-KNOX

Canada May Spend Million Dollars for High-power Outlets

CRC Now Hinges on Elections; Ottawa Gets Blattnerphone

By JAMES MONTAGNES

ALTHOUGH a definite date has not been set, it is understood that the Canadian Radio Commission is ready to establish new high-power stations and increase the power of existing stations to give a more adequate service covering all Canada. The plans call for about $1,000,000 expenditure, but the sum has not yet been voted by Parliament. Meanwhile Minister of Marine Duranleau, under whose department is the Radio Commission, has stated in Parliament that the plans are ready.

The modern stations would be erected in various sections where coverage has been inadequate and from which complaints about radio conditions have come. Surveys show such areas exist particularly in the Maritime provinces, part of Quebec, northern Ontario, Saskatchewan, part of Alberta and practically all the populated part of British Columbia.

With construction of new stations is planned an extension of hours of national broadcasting. New and modern studios are included for points where the principal commission programs are produced. The response from listeners regarding program quality is now satisfactory, the complaints being largely due to poor reception and inadequate coverage. The Commission has now completed its station at Ottawa for the reception of English programs, and a battery of three Blattnerphone electrical magnetic "wire tape" recording machines has been installed to record the outstanding programs for rebroadcasting during evening hours.

Incidentally, the Blattnerphone machines are the only ones on this continent, and are used now not only for recording the principal English rebroadcasts, but as permanent records of such important broadcasts as King George's New Year's messages, the recent royal wedding, and other historic broadcasts, the electrical magnetic recording on a thin metallic ribbon keeping for many years.

* * *

CANADA'S three radio commissioners, Hector Charlesworth, Jacques Cartier and Lt. Col. A. W. Steel, are liable to go looking for new jobs, should the forthcoming Canadian general election go to the Liberal party. The three commissioners, appointed by the Conservatives, are all slated to go by the board along with others of the Commission personnel, if the Liberal party returns to power, according to a definite decision of the party at Ottawa, it leaked out when the subject of political appointments was recently discussed in Parliament.

* * *

THE Vancouver Board of Trade has decided that the city is not adequately represented on the air with two 500 watt stations and four 100 watt stations, and has asked the Radio Commission to install a high power station to compete with nearby United States and Canadian cities with stations of more power than those of the Dominion's third largest city.

ADMIRACION LABORATORIES Inc., subsidiary of National Oil Products Co., Harrison, N. J., has increased its advertising budget for Admiracion shampoo this year and will use radio among other media, the account being handled by Charles Dallas Reach-Advertising, New York.

Carlyle Stevens

(Continued from page 37)

quer, Carl set out in 1931 for New York. He got as far as WLTH, Brooklyn, where he got a job. Still more, he went after another job —at WABC, New York—just in case a vacancy might occur there. The old "This is the Columbia Broadcasting System", so often uttered in Detroit, still buzzed in his brain and he yearned to say it once again — from the network's key station.

The vacancy occurred, sure enough, a few months later, and he joined the CBS staff in the middle of August, 1931. His rise since that time has been rapid and he has been heard on such programs as the *Studebaker Champions, Roxy, The O'Neills* and other network headliners.

Still surviving are Stevens' literary ambitions. Again leaning toward the esthetic side, he is learning to play the piano. His favorite hobby is amateur photography and the quiet of midnight often finds him with his hands in the hypo pan in the kitchen sink.

Another hobby — and love — is John Stevens, born last August while his daddy had an engagement with the radio audience. When Don Ball scrawled "it's a boy" under the new papa's eyes, he had to summon all the courage that the pioneer Stevens in Canada had shown generations back to finish the program.

Which recalls another dramatic event in his life—the time he was to go on at 7 a. m., only to waken at 7:40. And he still has a warm place in his heart for the Democratic delegates in convention assembled who talked and voted all night and then some to dispose of a presidential nomination—an event that the network was much more interested in than a scheduled 7 a. m. organ recital.

Stevens is an avid reader; has published several short stories; believes agencies have aided the cause of announcing by allowing announcers to adapt continuities to their particular styles; is good-looking (see photo above); weighs 145; 5 feet 10½ inches tall; has acted as Frank Crummit's radio brother; played football and basketball in school but now likes tennis, canoeing and motorboating; has an epicure's taste and likes to ferret out new kinds of cooking in obscure restaurants; hates to wait in line for anything; hates another sort of "line" still more —the "line" of wordy gossip some folk affect; once helped out a baffled sound-effects man by supplying without mechanical aid a noise like an elephant.

OTHER FELLOW'S VIEWPOINT

Who Came First?

To the Editor of BROADCASTING:

Not that it matters, but since there seems to be some interest in the question of who was the first representative in radio, here are the facts.

Advertisers Radio Service Inc. was launched early in 1931 to act as special representative for a group of associated radio stations. I was with this organization from the beginning until it was dissolved because it appeared that no representative could do a thorough job for as many as twenty-one radio stations.

When Advertisers Radio Service Inc. quit the latter part of October, 1931, I immediately started lining up stations for special representation on my own and became the first real special representative in radio.

If any confirmation of this is needed, I respectfully refer you to the gentlemen who have so kindly advised you of their own pioneer status as special representatives.

WILLIAM G. RAMBEAU,
Feb. 26, 1935. Chicago

ALASKA'S new 100-watt radio station at Juneau will be known as KINY, which is the call assigned by the FCC to the Northwest Radio Advertising Co.

PROFESSIONAL DIRECTORY

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CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Situations Wanted

Experienced young announcer, continuity writer. Excellent recommendations. Non-user intoxicating beverages, tobacco. Box 290, BROADCASTING.

Progressive engineer, announcer, continuity writer and program builder. Salary secondary to good opportunity. Now employed. Excellent references. Box 295, BROADCASTING.

Station manager—worked at every position in programming department. Wife as dramatic department, children's programs. Work for one joint salary. Highly recommended. Box 292, BROADCASTING.

Engineer, 17 years' experience in Navy and broadcasting, last 7 years with NBC key outlet; desires position with progressive station as maintenance or control man. Responsible, married with two children. Excellent references. Box 293, BROADCASTING.

Sales manager of high powered chain station in one of largest Eastern cities will be available for position as general manager or sales manager of progressive station. Past experience includes positions as salesman, sales manager, and general manager of both network and non-network Eastern stations. Box 294 BROADCASTING.

Wanted to Buy

Full time, good locality. State best proposition first letter. Box 291, BROADCASTING.

More of the Niceties of Living

are Hers to Enjoy

The young housewife of today enjoys a new freedom made possible by radio. Everything to help her with housekeeping, shopping, and other duties of homemaking, come to her on the programs of daytime broadcasters. She listens as she works. And because she can absorb this wealth of information without sacrificing time, she finds opportunity to know more of the niceties of living.

KGO in San Francisco, a favorite of Northern California daytime listeners, has the prestige and the facilities to reach and influence the buying power of this great audience of women. The most powerful local station in this area, it boasts a selling record which should be of more than ordinary interest to the local or spot broadcaster.

KGO 7500 WATTS SAN FRANCISCO

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

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